

2023 Festival in Review



**Seattle
Design
Festival**



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 illuminate Seattle's challenges and ignite action.

Vision

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

Curio sity

SDF 2023: CURIOSITY

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



Our REACH

10,660*

CAPTURED ATTENDEES

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

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

AR/VR Design
Architecture

Audio Design

Civic Design

Community Design

Creative Placemaking

Furniture Design

Gaming

Graphic Design

Interdisciplinary Design

Industrial Design

Interior Design

Land Use

Landscape Architecture

Live Music

Multidisciplinary Design

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

A man in a white t-shirt and dark trousers is walking from left to right in the foreground. Behind him is a large, colorful, geometric art installation made of reflective panels in shades of blue, yellow, and silver. The background is a clear sky.

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

SDF Council

Chelsea Flickinger
Elizabeth Umbanhowar
George Zatloka
Hasti Afkham
Jake Woland
Mindy Lehrman Cameron
Shauna Revello Wilson
Vicki Ha
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SDF 2023 Planning Team

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The Festival is community driven.
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Mindful Consuming | NBBJ | Perkins + Will | Tenor Engineering Group

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