



Call for Proposals

SDF 2024: WHAT IF?

Festival Dates

August 17-22

Proposals Due

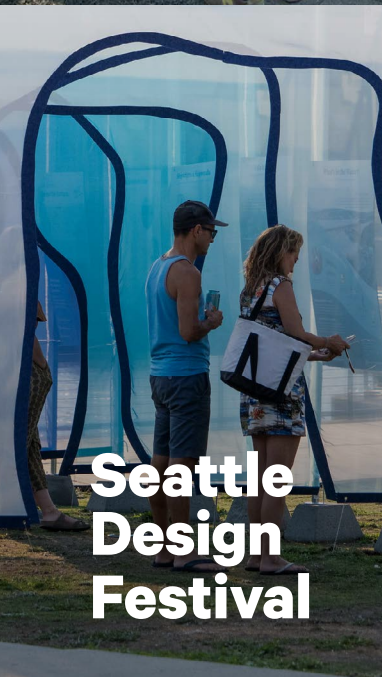
May 29, 5pm PT

Submit

seadesignfest.submittable.com/submit

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Unleash the design thinker in everyone and inspire action.

SDF believes that design is for everyone, and its benefits should be accessible, intersectional, and informed by a diverse public. We invite you to respond to this call to bring forward experiences to engage the people that live, work, and play in our city at the 2024 Seattle Design Festival.

From installations to hands-on maker activities to virtual panels, all our events are hosted by community members and curated by our planning team. Regardless of your background, design discipline, or experience, we encourage all community members to bring forward their ideas, showcase their work, and share all the ways design can make life better for everyone.

What if...
**we imagine
what might be?**



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Learn more about our [Festival goals](#)

2024 SDF Theme:

WHAT IF?

- *What if* we could harness our passion and dedication to foster collaboration?
- *What if* we could transcend limitations, break through barriers and pioneer transformative solutions?
- *What if* we could ignite a journey of continuous improvement, pushing the boundaries of possibility and fortifying our resilience for generations to come?

What if? is a simple question that reminds us of the potential within every design — an invitation to imagine improvement and expand what's conceivable. Will you transport us to a place of wonder? Will you dream of a better world and bring it to life?

This year's theme is more than a prompt — it's a catalyst for reimagining, reinventing, and rejoicing in infinite possibilities.



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Key Dates + Deadlines

- MAY 8** Design Mixer — citizenM SLU, 5:30-7:30pm
- MAY 22** Design Mixer — citizenM SLU, 5:30-7:30pm
- MAY 29** Call for Proposals Closes, 5pm PT
- JUNE 7** Notification of Festival Acceptance
- JUNE 17** Final Marketing Material Edits Due
- JULY 31** SDF Partner Social — CfAD, 5:30-8pm
- AUG 16** Built Installation Load-In — Lake Union Park
- AUG 17-22** 2024 Seattle Design Festival: WHAT IF?

Submission Fees

	Non-Profit Orgs/ Students	1st Time For-Profits	Returning For-Profits
Built Installations	Waived	\$500	\$750
Pop-Up Programs	Waived	\$150	\$250
Mainstage Programs	Waived	\$150	\$250

Why do we charge a submission 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.

Get Your Submission Fee Waived

Sponsorship starts at just \$1,000!

See our [2024 Prospectus](#) to learn more about the benefits of becoming a sponsor. **As one of the many benefits of sponsorship, submission fees are waived!**

Funding Support

Funding support is available for Non-Profit/Emerging Designer 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. **To apply, simply indicate your interest in your submission form via Submittable.**



What can I propose?

SDF is looking for submissions that demonstrate the relevance of design, promote a culture of collaboration, and empower communities to leverage design to make change.

Built Installation

Aug. 17 + 18
10am-7pm

at SDF Block Party
[Lake Union Park](#)

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

Full weekend commitment, including load-in on Friday, Aug. 16 (see page 7)

Block Party Pop-Up

Aug. 17 or 18
10am-7pm

at SDF Block Party
[Lake Union Park](#)

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

Short-term commitment (1-4hrs) that requires 30 min or less for set-up (see page 9)

Mainstage Program

Aug. 17 or 18
12-5pm

at SDF Block Party
[Lake Union Park](#)
+ SDF YouTube

ONLINE BROADCAST
Aug. 20-21,
5:30pm-7:30pm

Propose an in-person OR virtual talk, performance, skill share, or film for the Mainstage at the Block Party.

This element includes a bonus rebroadcast during Festival week and option to pre-record. Programs can be up to 1 hour, and should include time for Q+A (see page 10)



SDF Block Party

Built Installation

What can be proposed?

Built Installations designed to engage the public at all ages, skills and ability levels, to be on display as part of an open-air exhibition in Lake Union Park. Submissions must be community centered and be safe for the public. If power is required, please endeavor to make installations battery or hand-powered.

Submission Requirements

- Drawing(s) with dimensions or rendering(s) with scalers of your concept.
- Provide required marketing materials at time of submission.
- Demonstrate a connection to our annual theme, WHAT IF?, and Festival goals.

NEW Requirement

To help reduce waste production, teams must commit to one of the following:

- Partner with a community organization who will take ownership of all or part of the installation after the Festival.
- Commit to reusing materials in your own future work.
- Prioritize the use of materials that can be donated to Festival partners.

This year SDF has partnered with the University of Washington Fabrication Labs to collect:

- Clean wood: Must be free of fasteners and adhesives, with a minimum length of 18 inches.
- Plywood: CDX or higher grade, minimum 24 inches x 12 inches.
- Plastic Panels: Acrylic, polygal, etc.
- Metal: Preference for steel and aluminum, must be free of glue or adhesives.

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Explore past [**Built Installations**](#)



What makes a great

Built Installation

Community Centered

- Designs should be equitable, inclusive, and accessible. We encourage your team to consider accessibility holistically!
- Invite community into your design process. Consider partnering with a local organization! Your installation could address an immediate design need in our community.
- Encourage attendees to interact and question! Successful installations often invite attendees to engage multiple senses.
- Consider including students on your team to help mentor future designers. We can connect you to ACE students that are interested in joining a team this year. Indicate your interest in your submission form!

Safe for the Public

- To protect the park and park-goers during load-in, **installations must be carried in and hand-delivered to their final locations.** Vehicle access will be limited to a 2-hour window in the load-in zone.
- **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. Plan for rain, rogue sprinklers, and wind!
- **Installations cannot be enclosed structures!** Consider fire code when you are developing your designs. When in doubt, reach out to the Festival planning team.

Your Commitment

- Maintain open and consistent communication with the Festival Planning Team.
- Installations must be installed during load-in on Friday, August 16th and removed on Sunday evening, August 18th.
- Designers must staff their installation from 10am-7pm on Saturday and Sunday.
- No selling goods or services.

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SDF Block Party

Pop-Up

What can be proposed?

We are looking for drop-in style experiences that speak to the theme and inspire our community!

Your proposal doesn't have to be big or fancy — just effective and engaging! For example, what if you proposed a hands-on design activity, tour, performance, or temporary structure that can quickly 'pop-up'?

Pop-Ups help to make the Festival more inclusive for smaller projects and ideas with all levels of complexities and budgets. The drop-in experience should engage visitors for 15-20 minutes, but you and or your team should plan to be at the Festival for 1-4 hours and require less than 30 minutes to load-in and out. Use your imagination! Your pop-up experience should explore and invite discussion relating to this year's festival theme: WHAT IF?

Submission Requirements

- Identify a preferred date and time frame for the proposed Pop-Up.
- The Festival Planning team will do their best to schedule you during your preferred time.
- Provide a clear description of your set-up and how you plan to engage Festival-goers.
- Demonstrate a connection to our annual theme and Festival goals.
- Indicate your staffing plan to help us understand how you will manage logistics.
- Demonstrate a connection to our annual theme, WHAT IF? and Festival goals.
- Provide required marketing materials at time of submission.

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Explore past [Pop-Ups](#)



What makes a great

Pop-Up

Community Centered

- Pop-Ups should be equitable, inclusive, and accessible. We encourage your team to consider accessibility holistically!
- Invite community into your design process. Consider partnering with a local organization! Your experience could address an immediate design need in our community.
- Keep it simple and approachable.
- Encourage attendees to interact and question!

Engaging Format

- To protect the park and park-goers, experiences should be manually transportable (suitcases, hand or pushcarts) and require minimal set-up.
- Festival organizers will provide up to (2) 6' tables. Any additional elements structurally sound and functional regardless of inclement weather.
- Activities must consider safety, equity, and accessibility for all!

Your Commitment

- Consistent communication with Festival Planning Team in Submittable to finalize scheduling, logistics information, and any updates to your proposal.
- Arrive no later than 30 minutes prior to your scheduled Pop-Up.
- Ensure that at least one member of your design team staffs your experience during your scheduled window, and is ready to engage with Festival-goers.
- Remove all materials from the site no later than 30 minutes after the delivery of your experience.
- No selling goods or services.



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SDF Block Party +
SDF YouTube Broadcast

Mainstage Program

What can be proposed?

Take the stage at the SDF Block Party with an engaging presentation, panel, performance, or skill share that aims to empower and/or celebrate our design communities! This in-person event gives you the platform to share your programming in front of a live audience for up to 1 hour, followed by the opportunity to connect with the community in a Q+A.

Proposing a virtual program for Mainstage?

Work closely with our planning team to pre-record your program in our virtual studio (Riverside.FM) prior to the festival which will be added to the lineup of in-person events at the Block Party.

SDF YouTube Broadcast (August 20-21)

Watch your program on our official SDF YouTube channel ([Youtube.com/@SeaDesignFest](https://www.youtube.com/@SeaDesignFest)) where it will be available for replay and sharing after the Block Party. This bonus engagement provides increased accessibility for both partners and attendees across the globe.

Submission Requirements

- Provide a description of programming: what is it (presentation, panel, performance, skill share, or film), how many speakers there will be, and how you plan to engage Festival-goers.
- Indicate your preferred delivery format (in-person OR virtual) and length.
- Select your preferred delivery date/window.
- Demonstrate a connection to our annual theme, WHAT IF? and Festival goals.
- Remote recordings must be scheduled prior to August 1.

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Explore past [Mainstage Programs](#)



What makes a great

Mainstage Program

Community Centered

- Mainstage Programs should be equitable, inclusive, and accessible. We encourage your team to consider accessibility holistically!
- Invite community into your design process. Consider partnering with a local organization! Your Mainstage could invite community discussion and address an immediate design need in our community.
- Allow time to engage with the community in a Q&A after your presentation/panel.

Your Commitment

Consistent communication with Festival Planning Team in Submittable to finalize scheduling, logistics, and any updates to your proposal.

Live In-Person at SDF Block Party (August 17 or 18)

- Come ready to share in front of an audience
- Programs will be recorded and included in our SDF YouTube Broadcast, Aug. 20-21.

Pre-Recorded Virtual (Record before August 1)

- You will pre-record remote programs in our virtual studio (Riverside.FM) prior to the festival.
- You can invite a virtual audience to view and listen to their live recording session.
- You may have up to 8 guests join you during a recording session.

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How to Submit

1. Have your lead team member register for a Submittable account.

This should be the person who will be the point of contact for feedback and questions about your Built Installation, Pop-Up, or Mainstage Program.

2. Complete the Submittal Form to submit your proposal.

You'll need to complete:

- Design Team Information
- Primary Point of Contact
- Proposal Information
- Marketing Materials*
- SDF Partner Agreements

***For your submission Marketing Materials,** follow the guidance in the [SDF Co-Branding Kit](#).

You can start, save, and return to your draft submission at any point until submission close. To return to a draft submission, log in and select the “Saved Drafts” tab.

3. Submit your proposal by May 29, 2024 before 5pm PT seadesignfest.submittable.com/submit



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 2024 Sponsors

Gold



Silver



Bronze

BRR Architecture | Graphite Design Group | Tenor Engineering Group

In-Kind



Funders





We look forward to seeing all of your amazing proposals!

Contact SDF

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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.

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THANK YOU TO PHOTOGRAPHERS:
TREVOR DYKSTRA, LETAO TAO, CHERYL MCINTOSH, ADRIAN PACHECO + BRAY HAYDEN