

2024 Festival in Review

SDF 2024: WHAT IF?



Photo: LeTao Tao

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.



WHAT IF?

SDF 2024: WHAT IF?

The 2024 Seattle Design Festival asked: WHAT IF?

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.



Photo: Bray Hayden

SDF 2024: WHAT IF?

ADVANCED OUR MISSION

to unleash the design thinkers
in everyone to ignite action

Celebrating Interdisciplinary design

We created professional and personal connection within our community. The SDF Mixers throughout the year provided space for designers to connect.

Sustainability Commitment

100% of our built installation teams committed to the reuse or repurposing of the materials used in their designs ensuring that the Festival can inspire important design conversations beyond SDF 2024.

Supporting the next generation of designers

SDF 2024 welcomed more first-time partners than ever, bringing fresh voices into the design conversation. Collaborations with ACE Mentor and Urban Artworks amplified youth creativity, while our partnership with the UW Fab Lab gives SDF WHAT IF? materials a second life, aiding university student projects.



We are excited to see how these connections **inspire new collaborations, push creative thinking, and advance the work of the Seattle design community.**



Photo: Cheryl McIntosh



Photo: Bray Hayden

SDF 2024 At a GLANCE

7,400+ Attendees!

- 6 days
- 34 Festival Sponsors
- 60 Design Teams
- 340+ local and national designers
- 20 design disciplines
- 79 Festival Programs
- 34 Built Installations
- 20 Pop Up Experiences
- 9 Mainstage Programs
- 7 Mixers/Social Events
- 9 Virtual Mainstage Programs
- 29 Press Mentions in
18 Media Outlets



Photo: LeTao Tao



Photo: Cheryl McIntosh

Our REACH

60 Design Teams

+ over **340** individual local and national designers representing:

- AR/VR Design
- Architecture
- Audio Design
- Civic Design
- Community Design
- Creative Placemaking
- Graphic Design
- Industrial Design
- Interdisciplinary Design
- Interior Design
- Landscape Architecture
- Land Use
- Multidisciplinary Design
- Performance
- Social Innovation
- Sustainable Design
- Textile Design
- Urban Planning
- UI/UX Design
- Visual Art

seadesignfest.org

Pageviews	90,744
Sessions	49,712
Users	39,871
First Visitors	38,910

Social Reach



Instagram @seadesignfest

Followers: 5,240

Total Reach: 84K



LinkedIn

Page likes: 1,060

Total reach: 18K+

Direct Community Reach

Reaching **20,000+ attendees** at community events such as Seattle Art Fair and area Farmers Markets

7,400+*

CAPTURED ATTENDEES

Block Party	6,472
Virtual Mainstage	500*
Mixers/Socials	298
Closing Party	168

**Virtual Mainstage lives on and continues to reach new attendees everyday*



**Earned
MEDIA**

29 mentions
across **18** outlets

**Seattle Design Festival:
2024 WHAT IF?**

Bustler Events

**5 must-see architecture and design
events to check out this August**

Alexander Walter, Archinect

Happenings

Shawn Williams, GRAY Magazine

Seattle Design Festival starts August 17

Emily Hinchcliffe, DJC

Top Events This Week: August 19-25

Brittne Lunniss - EverOut

**In it's 14th Year, Seattle Design Festival Launches New Pilot
Project - Bringing Sustainability Front and Center**

Kade Krichko, Arcade Magazine



People POWER

Photo: LeTao Tao

The Festival is community-generated and community-funded. Together we not only empower everyone to engage in design discussions - we inspire action that moves these discussions towards meaningful change.

SDF Leadership

- Adrian Pacheco • Alice Irizarry • Andrea Aguilera • Andrew Burton • Annalee Shum • Aurora Bays • Bray Hayden • Cal Dobrzynski • Carrie Anderson • Cheryl McIntosh • Chelsea Flickinger • Cory Hitzemann • David Le • Elizabeth Umbanhowar • En Ning Foo • George Zatlaka • Hannah Exner • Hasti Afkham • Heather Pogue • Heather Skeeahan • Isha Mishra • Jabez Palmer • Jake Woland • Jenny Jau • Julia Campanella • Julie Wang • Leah Vendl • Mark Chubb • Mark Smedley • Matt Hutchins • Matt McWilliams • Melissa K. Neher • Michele Hill • Mitch Smith • Nicole DeNamur • Priyanka Rao • Queenie Gipaya • Rebecca Noran • Shauna Revello Wilson • Trevor Dykstra • Tyler Schaffer • Vicki Ha • Yannick Mathews • Zee Mars

Presented by



Thank you to our 2024 SDF Sponsors!

Gold



Silver



Bronze

BRR Architecture | Gensler | Graphite Design Group
HEWITT | Integrus | Makers Architecture and Urban Design
Perkins&Will | Pierson Ferdinand LLP | SKAPA
Tenor Engineering Group | Weber Thompson

In-Kind



Funders



**Give a gift to keep
Seattle Design Festival
FREE TO ATTEND.**

Your gift funds participation for students, community-led organizations, and non-profit partners.



Scan or visit
seadesignfest.org/donate

The logo for the Seattle Design Festival, featuring the text "Seattle Design Festival" in a bold, white, sans-serif font. The text is enclosed within a white rectangular frame that has a slightly irregular, hand-drawn appearance. The background of the logo is a photograph of a young boy sitting on a wooden structure at the festival.

**Seattle
Design
Festival**

Photo: Cheryl McIntosh