



SDF'25 FEED BACK

SDF'25: August 16-21
Proposals Due: May 28, 5pm PT

FEEDBACK fuels transformation, growth and positive change. It's the spark that fuels new ideas, strengthens connections, and helps us build a better future.

At its best, FEEDBACK is an invitation—one that encourages curiosity, creativity, and collaboration across different perspectives. It takes courage to give and receive FEEDBACK, but when we listen with an open mind and embrace the magic of iteration, we create space for renewal, belonging, and bold new possibilities.

As we celebrate the 15th anniversary of the Seattle Design Festival, we ask:

- What happens when we treat FEEDBACK as a tool for discovery instead of just critique?**
- What becomes possible when we engage in FEEDBACK with hope and humility?**
- How can design create spaces for meaningful dialogue, reflection, and renewal?**

Let's explore how FEEDBACK can shape a more inclusive, innovative, and connected world—together!



BLOCK PARTY

SDF '25 BLOCK PARTY — CALL FOR PROPOSALS

SDF is looking for proposals to program the SDF Block Party — a two day street fair at **Lake Union Park, August 16 & 17, 10a-7pm**. Proposals should demonstrate the relevance of design, promote a culture of collaboration, and empower communities to leverage design to make change.

**READY TO SUBMIT?**

Review pages 10-11 for additional guidance

KEY DATES + DEADLINES

APRIL 10	Design Mixer — citizenM SLU
APRIL 24	Design Mixer — citizenM Pioneer Square
MAY 8	Design Mixer — citizenM Pioneer Square
MAY 15	Design Mixer — Adobe Seattle Campus
MAY 28	Call for Proposals Closes
JUNE 6	Notification of Festival Acceptance
JUNE 18	Final Marketing Material Edits Due
JULY 31	SDF Partner Social — CfAD
AUG 15	Built Installation Load-In — Lake Union Park
AUG 16-21	2025 Seattle Design Festival: FEEDBACK

Our **DESIGN MIXERS** provide a space for prospective Festival partners to connect, get answers, and prepare for a successful Festival experience. Whether you're submitting a Pop-Up, Installation, or Mainstage program—or just curious about the event—join us to ask questions, meet others, and learn more!

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 to 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 and share how the impact these funds will make in your submission form via Submittable.

LOOKING TO BECOME A SPONSOR?

Learn more about [sponsoring SDF](#)

MAINSTAGE



WHAT CAN BE PROPOSED

Mainstage events are in-person and virtual programs that engage and inspire the community through various formats, including:

Talks / Performances
Skillshares / Films



With limited setup and a high degree of flexibility in delivery, Mainstage Programs require a low to moderate level of commitment.

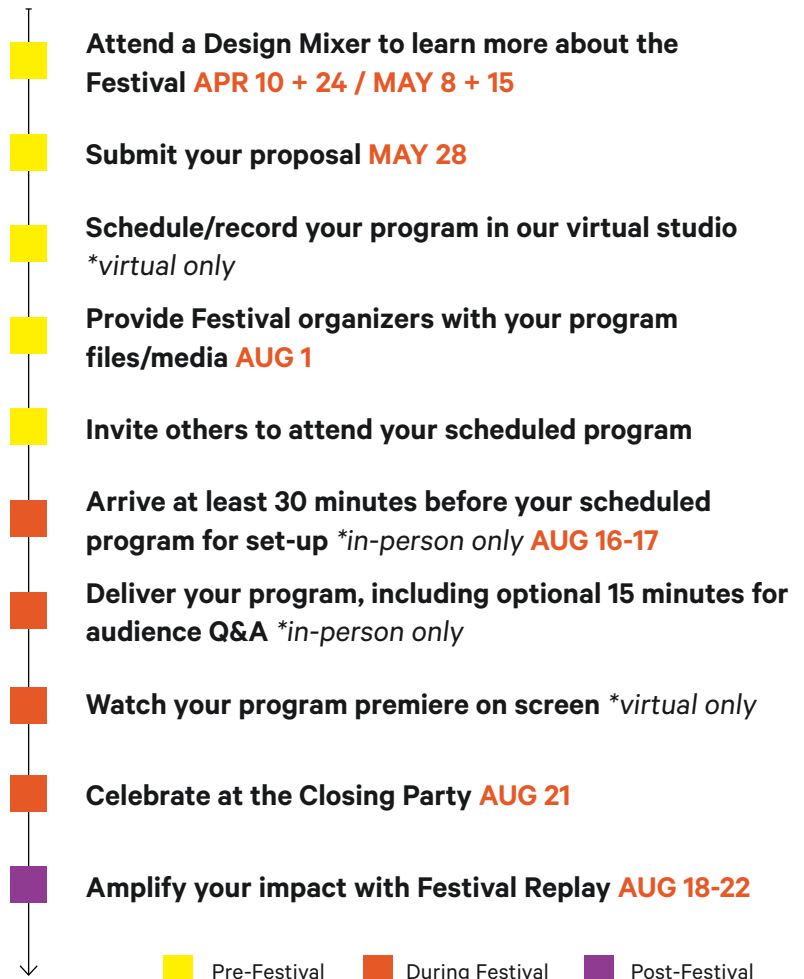
REQUIREMENTS

- **Format:** Deliver a talk, performance, skillshare, or film
- **Delivery:** In-person (live at Lake Union Park), or Virtual (pre-record online with Riverside)
- **Timeframe:** Limit duration to 30 minutes
- **Media:** Submit all files attached to program

COMMITMENTS

- Designate primary contact committed to consistent communication with the Festival Planning Team via Submittable to finalize scheduling, logistics information, and any updates to your proposal.
- Demonstrate connection to FEEDBACK theme and Festival goals
- Consider accessibility holistically
- No selling goods or services

TIMELINE + KEY DATES



[EXPLORE PAST MAINSTAGE PROGRAMS](#)

MAINSTAGE FAQ

FORMAT

Can I propose a Mainstage event that lasts more than 30 minutes?

No, Mainstage events should last from 15-30 minutes. This time limit helps keep the audience engaged and provides an opportunity for them to explore other events.

Can I propose something outside of the mentioned categories (Talk, Skillshare, Performance or Film)?

Yes, you can be creative and propose anything as long as it follows submission requirements. Feel free to reach out to the Festival Planning Team at info@aiaseattle.org and share your ideas!

Are there any particular submission requirements for a Film?

The length for a Film can vary between 5-30 minutes and must be delivered as an MP4 or MOV video file. Limit Film screenings to 15 minutes if you plan to allocate time for interaction with the audience.

Can I propose a Mainstage event as a team?

Yes, we welcome both individuals and teams to participate.

IN-PERSON

Will in-person Mainstage programs be recorded?

Yes, all Mainstage programs will be recorded and broadcast on our [SDF YouTube channel](#) following the Block Party.

What resources are available on-site?

Festival organizers will provide up to (3) microphones, (1) presentation clicker, (1) HDMI adapter, (1) AUX audio cord, chairs, and access to power. Presenters should arrive at least 30 minutes before their scheduled program for set-up.

VIRTUAL PROGRAMS

Who can propose a virtual Mainstage program?

Virtual programs are best for individuals or teams who are unable to deliver their program in-person.

How are virtual Mainstage programs recorded?

Virtual programs will be remotely recorded with [Riverside](#). The recording studio is accessible through a browser on a computer, phone/tablet, or Riverside app.

When do I record my virtual Mainstage program?

Remote recordings must be scheduled prior to August 1. When submitting, you'll be able to indicate your preferred recording date.

How many guests can I have on a recording?

Riverside allows up to (8) guests on recording.

Can I invite a virtual audience to my live recording?

Live viewers and listeners are welcome to join your live recording using a shared link. While not visible or included in the recording, you will have the option to interact with your audience through Riverside's chat feature.

SUBMISSION

What do I need to include in my proposal?

- Preferred program format, length, and delivery (in-person or virtual).
- Preferred delivery date/window.
- Demonstration of connection to Feedback theme and festival goals.
- Plans for community engagement.
- Plans for accessibility and inclusion.
- Items listed on page 10.





WHAT CAN BE PROPOSED

A Pop-Up is an interactive experience created to engage the community and address a design need through:

- Hands-on Activities**
- Workshops / Design Challenges**
- Design Stations**



With limited setup and staff required for the event duration, Pop-Ups require a moderate level of commitment.

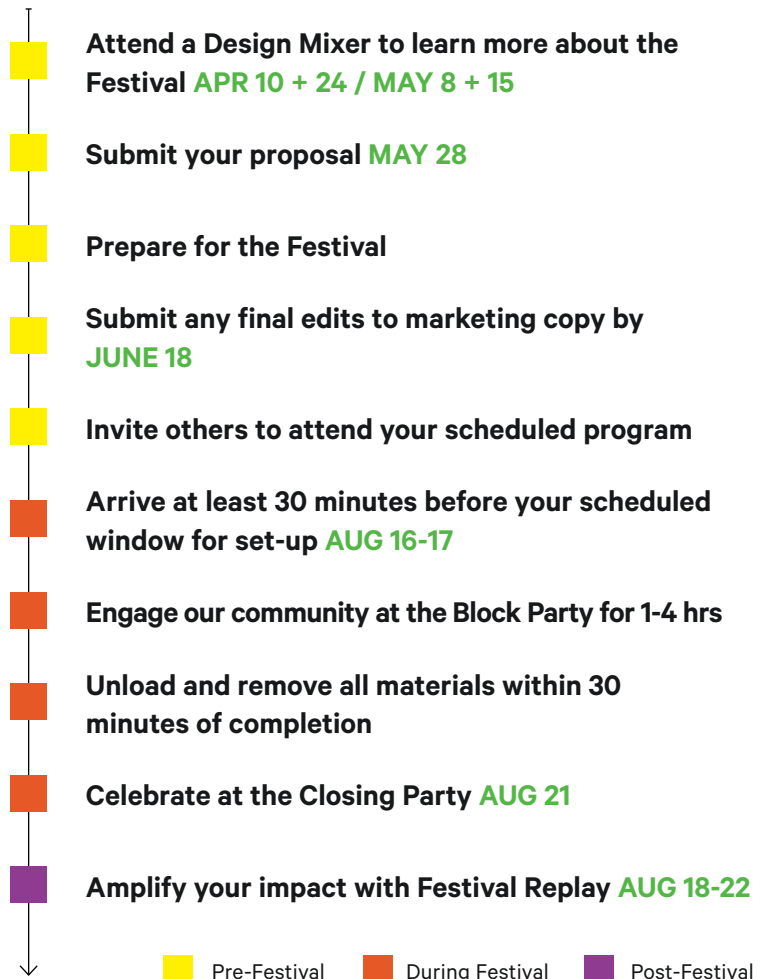
REQUIREMENTS

- **Size:** Maximum 10' x 10'
- **Safety:** Manually transportable and structurally sound
- **Minimal Set-up:** Less than 30 minutes to load-in and out
- **Staff:** At least one team member

COMMITMENTS

- Designate primary contact committed to consistent communication with the Festival Planning Team via Submittable to finalize scheduling, logistics information, and any updates to your proposal.
- Demonstrate connection to FEEDBACK theme and Festival goals
- Consider accessibility holistically
- No selling goods or services

TIMELINE + KEY DATES



[EXPLORE PAST POP-UPS](#)



FORMAT →

What can be proposed?

You can be creative and propose anything as long as it follows submission requirements. The Festival Planning Team is always available to assist in refining your concept for better engagement.

What are the design parameters for a Pop-Up?

A great Pop-Up should be:

- Maximum 10' x 10' in size.
- Manually transportable (suitcases, hand or pushcarts) with minimal set-up required.
- Power tools highly discouraged.
- Structurally sound and functional regardless of inclement weather.

What resources are available on-site?

Festival organizers will provide up to (2) 6' tables. Access to power is not guaranteed.

Do I need prior experience to propose a Pop-Up?

No, anyone is welcome to propose a Pop-Up regardless of professional experience.

COMMITMENT →

How can I ensure my Pop-Up is accessible and inclusive?

Refer to page 11 and [Universal Score](#) for practical recommendations and tips to ensure your experience is inclusive.

How can I ensure my Pop-Up promotes community engagement?

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 for 15-20 minutes.

Keep it simple and approachable while encouraging attendees to interact and ask questions.

Can I partner with a local organization for the Pop-Up?

Yes, we encourage all Pop-Up experiences to consider partnering with a local organization to address an immediate design need in our community.

SUBMISSION →

What do I need to include in my proposal?

- Preferred time window.
- Demonstration of connection to FEEDBACK theme and festival goals.
- Plan for set-up.
- Plans for community engagement.
- Plans for accessibility and inclusion.
- Items listed on page 10.





WHAT CAN BE PROPOSED

Built Installations are structures designed to engage the public at all ages, skills, and ability levels.



With a full day of setup and required staffing during event days, this is the highest level of commitment in participating in the Festival.

REQUIREMENTS

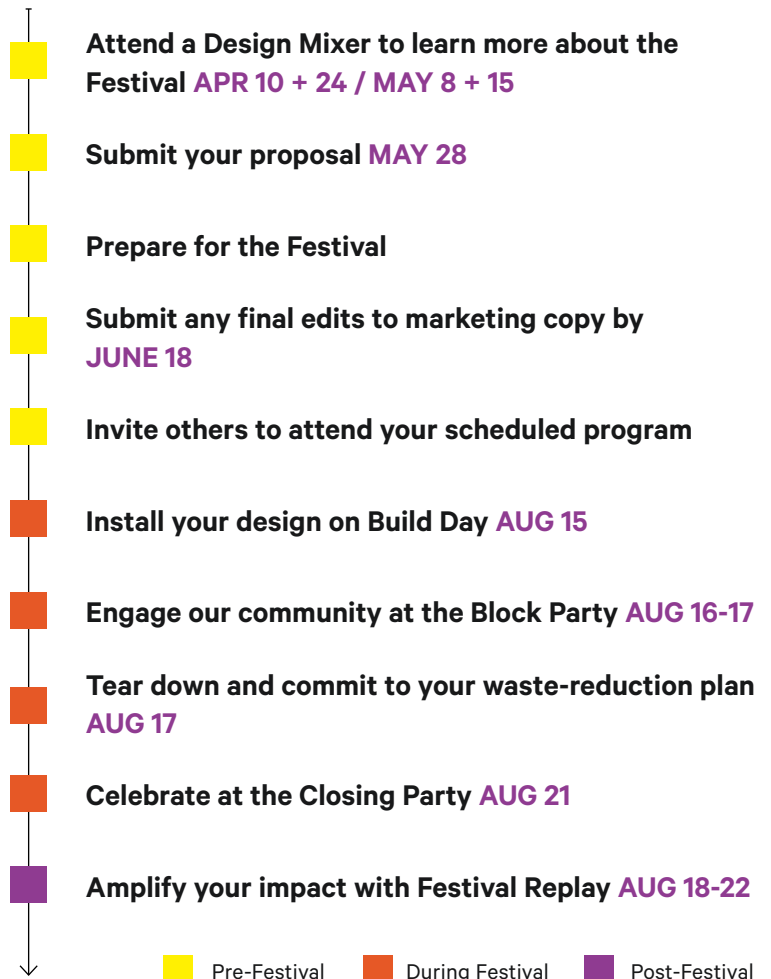
- **Size:** Structurally sound, non-enclosed space, with exits visible and free from barriers
- **Safety:** 2 hour vehicle load-in, 4-6hr install window, no lifts or machinery
- **Reduced Waste Production:** Give materials a new life after the event
- **Stability:** No attachments or staking to grass
- **Staff:** At least one team member

COMMITMENTS

- Designate primary contact committed to consistent communication with the Festival Planning Team via Submittable to finalize scheduling, logistics information, and any updates to your proposal.
- Demonstrate connection to FEEDBACK theme and Festival goals
- Consider accessibility holistically
- No selling goods or services

[EXPLORE PAST BUILT INSTALLATIONS](#)

TIMELINE + KEY DATES



BUILT FAQ

FORMAT

What can be proposed?

Showcased in a multi-day outdoor exhibition at Lake Union Park, Built Installations must be community-centered, follow design parameters, and ensure public safety.

What are the design parameters for a Built Installation?

A great Built Installation should:

- Be hand-assembled and free-standing → *No stakes in the ground or attachments to trees and other park surfaces.*
- Be structurally sound and functional regardless of inclement weather → *Provide ballast in case of high winds on site.*
- Have all exits be visible and free from barriers → *No enclosed structures.*
- Have battery or be hand-powered if using electricity → *Access to power is not guaranteed.*
- Be committed to one of the SDF sustainability goals.

COMMITMENT

How can I ensure my Built Installation is accessible and inclusive?

Refer to page 11 and [Universal Score](#) for practical recommendations and tips to ensure your installation is inclusive.

How much time am I expected to commit overall?

- Aside from their personal design time, designers must:
- Load-in and install on Friday, August 15.
- Staff the installation on Saturday and Sunday, August 16-17 from 10am-7pm.
- Uninstall on Sunday evening, August 17.
→ All structures and materials must be fully removed by 10am on Monday, August 18th

How much time do I have to build the installation?

Designers should aim to:

- Unload all supplies required for their installation in the provided 2-hour window.
→ No machinery or lifts permitted on park grounds
- Complete installing within 4-6 hours.

What are SDF sustainability goals?

To reduce waste production, designs 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.

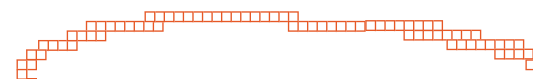
This year SDF has partnered with the University of Washington Fabrication Labs to collect:

- 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.

SUBMISSION

What do I need to include in my proposal?

- Demonstration of connection to FEEDBACK theme and festival goals.
- Plans for accessibility and inclusion.
- Drawing/image/render of your installation with build dimensions.
- Implementation of one of the SDF sustainability goals in your design.
- Items listed on page 10.



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 28, 2025 before 5pm PT**

seadesignfest.submittable.com/submit

READY TO SUBMIT?

[Head to Submittable](#)

SDF '25 FAQ

How are proposals selected?

The Seattle Design Festival is shaped by its community and organized by volunteers, many emerging designers, who create the Call for Proposals each year. Submissions are reviewed by the Festival Planning Team, which selects those that align with the theme, highlight design thinking, empower communities, and foster collaboration.

Proposals are assessed for quality, feasibility, and engagement: Are they clear, well-structured, and participatory? Do they communicate the design process and ensure accessibility? Feedback is provided to all applicants upon acceptance.

Each year, over 100 program partners—including designers, firms, nonprofits, and students—contribute to the festival. The best proposals come from collaborations between designers and community groups, creating lasting impact.

Accepted Festival Partners will be notified by June 6.

What does an equitable, inclusive and accessible Festival experience look like?

An equitable, inclusive, and accessible festival experience creates meaningful participation opportunities for everyone, regardless of their abilities, backgrounds, socioeconomic status, or identities. Considerations could include, but are not limited to:

- Content developed by and representing diverse cultures, perspectives, and traditions
- Multi-sensory engagement options (touchable elements, audio components)
- Audio descriptions available via QR codes to describe built installations
- Accommodation for different heights and mobility needs

What support is available as I prepare for my proposal?

Join us for our Spring Design Mixers, review the resources linked out in this document, and visit the SDF YouTube channel to get a better sense of what the Festival is like!

Can I make changes to my proposal after submission?

Yes, you can and should communicate consistently with the Festival Planning Team to finalize scheduling, logistics information, and any updates to your proposal.

My team is interested in donating building materials. Does SDF provide any support?

We are excited to connect Festival teams to our partners at the UW Fabrication Lab. After the Block Party you are able to donate the following materials:

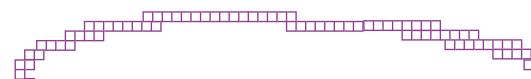
- Clean wood: Must be free of fasteners and adhesives, with a minimum length of 18 inches.
- Plywood: CDX or higher grade, minimum 24 inches x 12 inches.
- Plastic Panels: Acrylic, polygal, etc.
- Metal: Preference for steel and aluminum, must be free of glue or adhesives.

Does the Festival include booths or a trade show?

No. Product marketing is prohibited, and you are not allowed to sell items. Participation in the Festival is driven by the goals that align with our mission: 1) highlight the value of your creative process; 2) provide an opportunity for community members to participate in design processes and for the public to influence design outcomes; 3) address or support work around urgent community problems; 4) inspire action and engage others; 5) showcase and celebrate design and our greater design community.

Where can I find examples of what has been done?

You can find links to examples throughout this call, and videos from past partners are available on our YouTube channel: [YouTube.com/@SeaDesignFest](https://www.youtube.com/@SeaDesignFest).



IMPACT + PURPOSE

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 2025 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.



HOW WE GATHER

Learn about our [Festival Goals](#) and our [Community Standard](#)

PLAY THAT BACK

Amplify Your Impact with the Festival Replay

Your design vision deserves to be heard beyond the six days of this year's Festival. As a Seattle Design Festival partner, we're committed to amplifying your work and extending the design conversation you bring to our community.

Through the Festival Replay, your contributions reach our audience long after the event concludes. Our dedicated YouTube channel showcases partner presentations from Mainstage events, highlights your Built Installations, and features your Popup Experiences—creating a lasting digital archive that continues to inspire and educate.

This additional partnership benefit extends your reach and influence, connecting your message with design enthusiasts worldwide who couldn't attend in person.

Join us in creating a design legacy that lives on and continues to spark conversation!



WATCH THE SDF: 2024 FESTIVAL REPLAY
[YouTube.com/@SeaDesignFest](https://www.youtube.com/@SeaDesignFest)

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

PLATINUM 

GOLD  

SILVER      

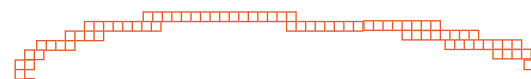
BRONZE 

IN-KIND   

FUNDERS  

PARTNER WITH SDF

Learn more at seadesignfest.org/sponsorship



SDF'25: FEEDBACK

**We look forward to seeing all
of your amazing proposals!**

CONTACT SDF

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2025 SEATTLE DESIGN FESTIVAL PLANNING COMMITTEE

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Suyogi Patil
Tara Torabi
Tina Vy Nguyen
Trevor Dykstra

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.

PRESENTED BY

