



Photo: Trevor Davis

It's all about  
Trusting  
myself  
means:

 **DESIGN  
IN PUBLIC.**  
a strategic initiative of AIA Seattle

**2018**  
**Year in Review**



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# Who WE ARE

Design in Public 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 tackle the challenges facing Seattle.

## Vision

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





Secret Sounds: Block Party Installation by LMN Architects + Arup Acoustics

# Our REACH

## 21,620 ATTENDEES

Opening Party	235
Block Party	10,180
Partner Events	11,028
Design Discussions	177

### Interdisciplinary Design

AI Design

### Architecture

Audio Design

Civic Design

### Community Design

Creative Placemaking

### Culinary

Furniture Design

Gaming

Graphic Design

Industrial Design

### Interaction Design

Interior Design

Land Use

Landscape Architecture

### Multidisciplinary Design

Performance

Photography

Product Design

### Social Innovation

Sustainable Design

Urban Planning

UI/UX Design

### Visual Art

Web Reach

[designinpublic.org](http://designinpublic.org)

Pageviews: 87,162

Unique Pageviews: 69,249

Sessions: 35,006

Users: 22,938

**New Users: 22,413**

### Social Reach



**Twitter**

Followers: 3,730



**Facebook**

Page likes: 5,936



**Instagram**

Followers: 3,592

Mentions: #SDF2018: 1,750

#DesignTRUST: 1,980

### Press Reach

## 26,648,093

From 77 Mentions Across 33 Outlets





Trust is a foundational principle of a thriving society. Relationships and systems built on trust enable the exchange of commerce and innovation, provide safety and dignity to all, and encourage vigorous civic participation.

We trust our systems and institutions to be consistent, transparent, and strong. We trust that the news we hear is accurate and unbiased; that the schools, bridges, and buildings we use every day are sound; and that our leaders make decisions based on the best interests of our entire community. We need to trust each other.

In a world that appears increasingly defined by mistrust, how can design affirm and strengthen critical connections of trust in our community?

- Can design promote a willingness to trust someone different from ourselves?
- Does the design of our places, objects, information, and experiences cultivate or discourage trust between people?
- What is the role of design to promote community and connection instead of isolation and separation?
- Does the design process offer tools and strategies allowing us to engage our neighbors to build lasting, trusting relationships?

Seattle  
Design  
Festival



Sticks and Strings: Block Party Installation by Mithun

Photo: Letao 5



A photograph of a man with glasses and a blue shirt speaking into a microphone at a public event. He is standing in front of a crowd of people, some of whom are holding up their phones to record. The background shows a modern building with large windows and an illuminated 'EXIT' sign. The scene is lit with warm, ambient lights, suggesting an evening or indoor setting with artificial lighting.

**"It is my honor to be part of the movement to inspire every person in Seattle to unleash their inner designer and to transform our city into a place that empowers everyone."**

- Surya Vanka, Founder, Authentic Design  
President, Design in Public

## Opening **PARTY**





Photo: Dan Stryland

### Microsoft Presents: Artificial Intelligence + Creativity.

Thought leaders from Seattle's global design community shared expansive perspectives on the creative challenges and opportunities in the age of Artificial Intelligence (AI). Contributors - Jon Friedman, Asta Roseway, Mira Lane, Blaise Aguera y Arcas, Afroditi Psarra and Robert Twomey.

## Design DISCUSSIONS

Presented by Microsoft at The Seattle Public Library

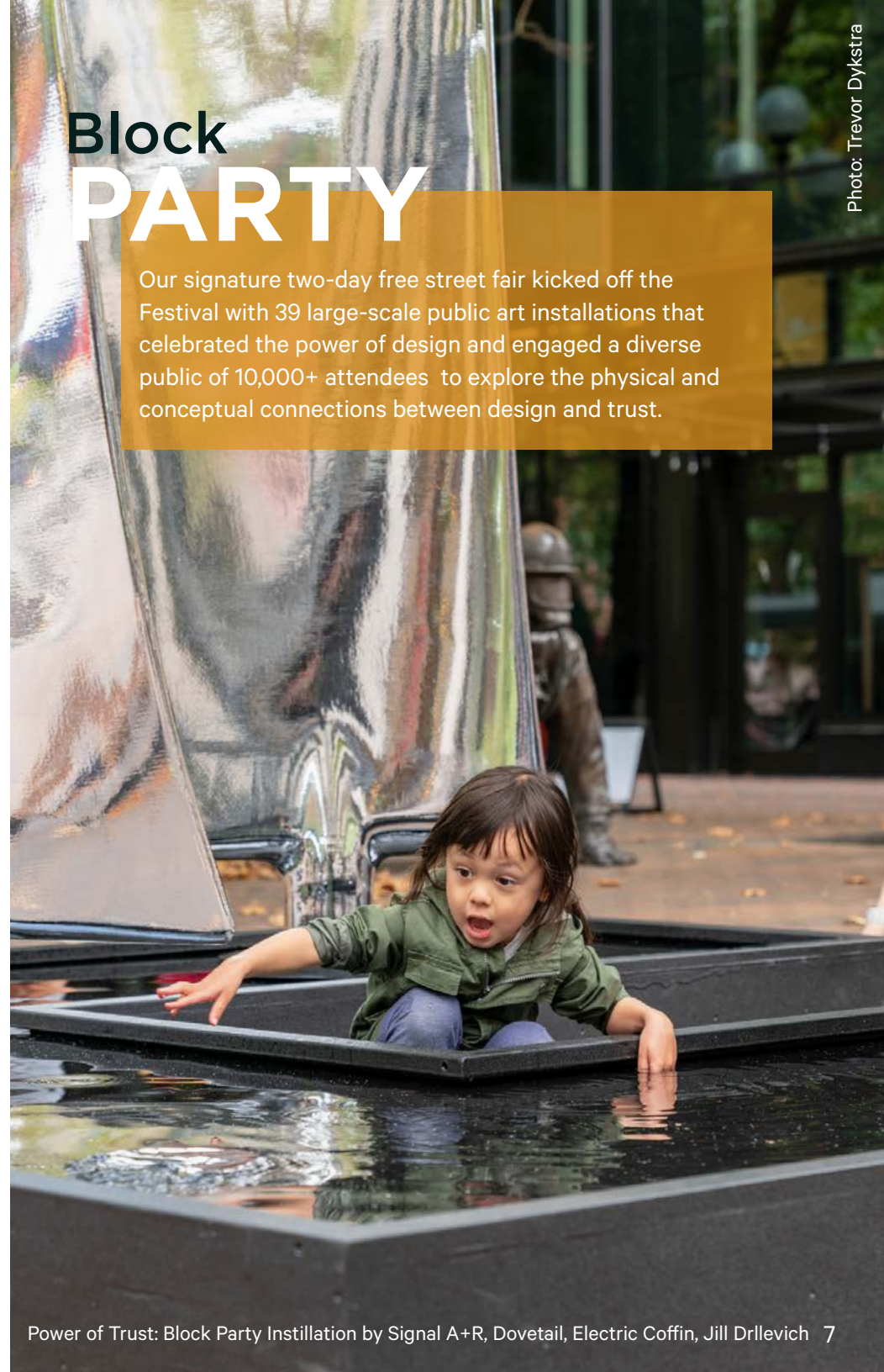


Photo: Trevor Dykstra

## Block PARTY

Our signature two-day free street fair kicked off the Festival with 39 large-scale public art installations that celebrated the power of design and engaged a diverse public of 10,000+ attendees to explore the physical and conceptual connections between design and trust.

Power of Trust: Block Party Installation by Signal A+R, Dovetail, Electric Coffin, Jill Drilevich 7





# Partner EVENTS

Chromatic Dinner – Het Nieuwe Institute + Mediamatic + Gather Seattle

Photo: Trevor Dykstra



We the Future – Amplifier Photo: Cleo Barnett

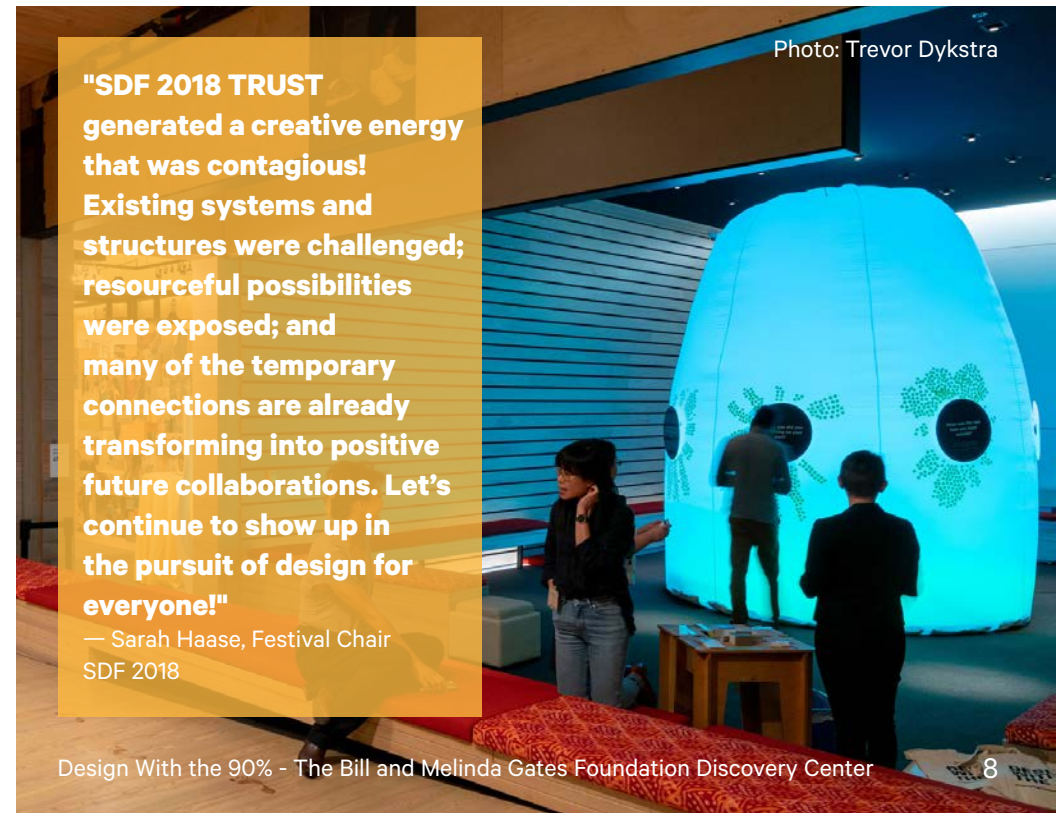


Photo: Trevor Dykstra

**"SDF 2018 TRUST  
generated a creative energy  
that was contagious!  
Existing systems and  
structures were challenged;  
resourceful possibilities  
were exposed; and  
many of the temporary  
connections are already  
transforming into positive  
future collaborations. Let's  
continue to show up in  
the pursuit of design for  
everyone!"**

— Sarah Haase, Festival Chair  
SDF 2018

Design With the 90% - The Bill and Melinda Gates Foundation Discovery Center



Adding Density Without Subtracting Character – B9 Architects

Photo: Nathaniel Gundersen



## #SDF 2018 At A Glance

- **90** programs & installations
- **16** days
- **3+** countries represented
- **145** Festival partners
- **53** Festival Sponsors
- **20+** design disciplines
- **Block Party:** outdoor installations, tours, and activities
- **Design Discussions:** 2 nights of interactive panel discussions
- **Community Programs:** citywide tours, lectures, exhibits, workshops, family programming, charrettes, and more!

Georgetown Design Tour - Sophia Wheelright Studio Photo: Si Daniels



ARTS @ King Street Station: Construction Tour Photo: Miranda Estes  
Seattle Office of Arts & Culture



Workshop - Design For Belonging Photo: Nathaniel Gundersen







# DISPLACED

DESIGN FOR INCLUSIVE CITIES

A DESIGN IDEAS COMPETITION







# Displaced COMPETITION

**Displaced: Design for Inclusive Cities** called upon designers of all disciplines to apply the power of design thinking to the urgent need to welcome, support and empower urban immigrants and refugees. The jury sought game-changing ideas that radically rethink aspects of our designed urban environment to improve the lives of everyone were requested.

## THE CHALLENGE

Our world is witnessing a time of record migration and displacement. According to the United Nations High Commission for Refugees, there are now more than 60 million forcibly displaced people worldwide, the result of persecution, conflict, violence or human rights violations.

While immigrants and refugees face many challenges in their new urban lives — language, access to services, work and housing, cultural barriers — they also bring new energy to our cities and economies. Their success is our success.

- How do we preserve cultural ties yet create an open and integrated society?
- How do we balance security and safety with freedom and mobility?
- How can we create a sense of belonging in times of transition?

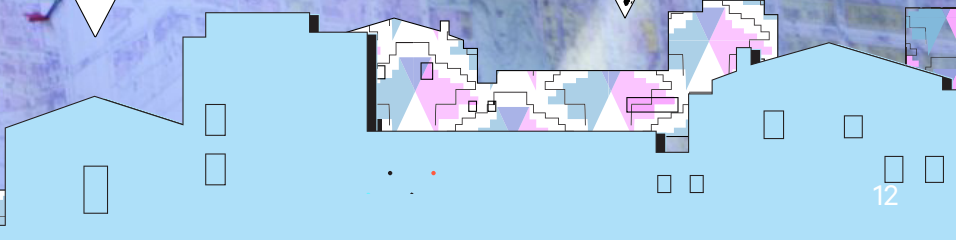
## DISTINGUISHED JURORS

**Mayor Allan Ekberg**, City of Tukwila; **Charles Mudede**, The Stranger; **Cleo Barnett** Amplifier; **Milenko Matanovic**, Pomegranate Center and Institute for Everyday Democracy; **Osama Quotah**, AIA, LMN Architects; **Sergio Davila** Metropolitan University, Mexico City; and **Sheryl Cababa**, Artefact.



# IMAGINE AFRICATOWN

Design Weekend







# Imagine AFRICATOWN

**"We need bold vision followed by bold action to ensure a future of Seattle that is inclusive of our communities that have been here and helped make the city what it is. The design weekend is an invitation to help design a future inspired by the best of the Black experience and African Diaspora."**

— K. Wyking Garrett, President of Africatown Community Land Trust

**The Imagine Africatown Design Weekend** brought together residents, designers, youth, business owners and those with historic roots in the Central District to plan their future. Africatown is an asset-based community development initiative focused on preserving and developing the Central District of Seattle as a place where the legacy of the Black community and African diaspora can grow and thrive.

**Design Town Hall** community members, design professionals, youth, artists, educators and civic leaders gathered for a provocative keynote presentation with the distinguished designer and educator Walter Hood, joined by Nmadili Okwumabua, Professor of African Architecture & Urban Design at Kennesaw State University.

**Design Cipher** brought together designers, planners, developers and community members for a landmark all day workshop of dreaming, imagining and vision a future Africatown. Teams presented proposals to City officials and civic leaders which promoted rich dialogue and implementable design options for four key sites that will form the backbone for a thriving Africatown.

**Re-union on Union Community Dinner** welcomed the community to gather, eat, dance and celebrate and honor the Central District's roots at the Midtown public art activation site led by Sara Zewde.





**Thank you** friends and donors for passionately believing in our work and giving generously at our second annual benefit breakfast. Together we raised \$27,000 to elevate Design in Public's mission to **unleash the design thinker in everyone to tackle Seattle's challenges.**

Special thanks to Wyking Garrett of Africatown Community Land Trust for delivering an inspiring keynote on the power of participatory design in creating a Seattle that represents everyone.

**"We're not London; we're not Tokyo; we're uniquely Seattle."**

— Past President Stephen Jablonsky.

We are committed to collaborating with community members, designers, civic leaders and business innovators to create a more equitable Seattle.

# Benefit Breakfast



# Earned MEDIA

Montgomery + Townsend **Architecture Park Pool**  
Installation as Part of Seattle Design Festival PARK(ing)  
Day Event

## What to See and Do **During the Seattle** Design Festival

**"The Chromatic Dinner"**  
Comes to Seattle

Seattle Design Festival takes on trust

**Parking is fun on Par(king) Day 2018**

**Must List: Cider Summit, Seattle  
Design Festival, San Gennaro Festival**

**Seattle Design Festival Offers a Variety of Free  
Events**

The Seattle Design Festival  
Thinks We Have Trust Issues

AMERICAN INSTITUTE OF  
ARCHITECTS (AIA)  
ANNOUNCES INCLUSIVE  
CITIES COMPETITION  
WINNERS

Steven Montgomery Townsend, **Archinect**

Gray Editors, **GRAY Magazine**

Mart Revenberg, **Duch Culture USA**

Margo Vansynghe, **City Arts**

Michael King, **King 5**

Daria Kroupodero, **Seattle Magazine**

Natalie Bicknell, **The Urbanist**

Greg Scruggs, **The Stranger**

Beverly Aarons, **South Seattle Emerald**



# People POWER

Our Board Leadership, Staff, And Volunteers Amplify Our Mission

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generous partners!**

To partner with Design in Public  
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[debraw@designinpublic.org](mailto:debraw@designinpublic.org).

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