

2025 Festival in Review

SDF'25 FEEDBACK

Seattle
Design
Festival

Photo: Brad Curran



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.



SDF'25 FEED BACK

15 YEARS OF FESTIVAL

The 2025 Seattle Design Festival revealed how FEEDBACK can transform ideas, spaces, and communities.

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?

Our community gathered at the Block Party and at our Design Mixers throughout the city. Together, we celebrated our vibrant design community, encouraging collaboration and connection.



Photo: Brad Curran

SDF'25: FEEDBACK

Advanced Our Mission

to unleash the design thinker
in everyone to ignite action

Celebrating interdisciplinary design

We created professional and personal connection within our community. We are excited to see how these connections inspire new collaborations, push creative thinking, and advance the work of the Seattle design community.

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'25. Our partnership with the UW Fab Lab gives Festival materials a second life, aiding university student projects.

Supporting the next generation of designers

SDF'25 welcomed more first-time partners, bringing fresh voices into the design conversation!



Photo: Bray Hayden



SDF'25 At a Glance



Photo: Brad Curran

7,400+ Attendees!

- 6 days
- 28 Festival Sponsors
- 58 Design Teams
- 258 Local and international designers
- 20 Design Disciplines
- 64 Festival Programs
- 29 Built Installations
- 21 Pop Up Experiences
- 7 Mainstage Programs
- 7 Mixers/Social Events
- 25 Press Mentions in 18 Media Outlets





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Our Reach

7,400+*

Captured Attendees

Block Party	6,500
Design Mixers	506
Closing Party	175
Festival Replay	220

**Festival Replay lives on and continues to reach new attendees everyday*

Photo: Brad Curran

58 Design Teams

+ 285 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	83,185
Sessions	35,509
Users	20,872
First Visitors	21,013

Social Reach



Followers: 5,715
Total Reach: 100K+
Instagram @seadesignfest



Page Likes: 1,285
Total Reach: 16K+
LinkedIn



Earned Media

25 mentions
across **18** outlets

**Dare to Design: What to expect at the
15th annual Seattle Design Festival**

Jeff Totey, *Seattle Refined*

**Must List 6 Fun Things
to Do This Week**

Seattle Mag

Art x NW

Brangien Davis, *Cascade PBS*

10 can't miss architecture & design events in August

Nathaniel Bahadurshingh, *Archinect*

Seattle Design Festival starts Aug. 16

Langston Thomas, *EverOut*

The Best Things To Do in Seattle This Month: August 2025

Emily Hinchcliffe, *DJC*

People Power

Photo: SDF

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 • Brad Muller • Bray Hayden • Cal Dobrzynski • Carrie Anderson • Carson Thomas • Chelsea Flickinger • Christine V. • Claire Needs • Elizabeth Umbanhowar • Erik Heironimus • George Zatloka • Hasti Afkham • Heather Pogue • Jabez Palmer • Jake Woland • Jenny Jau • Jessica Man • Karen Tang • Leah Vendl • Mark Chubb • Mark Smedley • Matt Hutchins • Matt McWilliams • May Dinh • Mehak Jain • Melissa Falcetti • Melissa K. Neher • Michele Hill • Mitch Smith • Rachel Keith • Sarah Burk • Shambhavi 'Polo' Mehrotra • Stephanie Dinca • Steven Yang • Suyogi Patil • Tara Torabi • Trevor Dykstra • Tyler Schaffer • Uwe Bergk • Vy Nguyen • Yannick Mathews

Presented by



Thank you to Our 2025
SDF Sponsors!

Funders



Platinum



Gold



Silver



Olson Kundig



Bronze

Bassetti Architects | Boulder Associates | BRR Architecture
Gensler | Hargis Engineers | HDR | Hewitt | HOK | Integrus

In-Kind



The Festival needs your support.

Your gift keeps the Festival **free**
and accessible for the students,
nonprofits, and community groups.



YES! I'll support SDF with my gift.
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