

2025 Festival in Review

SDF'25 FEEDBACK

Photo: Brad Curran

Seattle
Design
Festival



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.



SDF'25: FEEDBACK

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. 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



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*



Photo: SDF

People Power

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



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.



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