

2026 Festival in Review

Seattle
Design
Festival

IN [FLUX]

Photo: Brad Curran
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 city. 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.



IN [flux habit tension form]

The 2026 Seattle Design Festival theme, IN[FLUX], recognized that we are living in a moment of transition.

It reflected the ways our city is evolving and the role design can play in navigating change and invited designers, artists, community members, and thinkers to explore four lenses within this same framework:

IN[FLUX] How can design respond to constant change and uncertainty?

IN[HABIT] How do our routines, behaviors, and systems shape the way we live?

IN[FORM] How do ideas take physical shape through design, materials, and space?

IN[TENSION] How can design engage conflict, difference, and competing priorities?

Together, these lenses explored the forces that shape our city: movement and stability, structure and experimentation, agreement and disagreement. Through installations, conversations, and experiences, the Festival invited our community to examine how design operates within these conditions and how it can help us imagine what comes next.



Photo: Brad Curran

SDF 2026 IN[FLUX]

Advanced Our Mission

to unleash the design thinker
in everyone to ignite action

Celebrating Interdisciplinary Design

We created professional and personal connection within our broader design community. We are excited to see how these connections inspire new collaborations, push creative thinking, and **advance a culture of design that fosters equitable, resilient, thriving communities.**

Supporting the Next Generation of Designers

This year, **SDF invested over \$8,000 back into our community** by way of funding awards and waived submission fees. We had 24 funding recipients who demonstrated a strong need for support and aligned with our **Festival goals to create an inclusive, innovative, and community-focused event.** Funding support prioritized first-time partners and emerging professionals, bringing fresh voices into the design conversation!

Committing to Sustainability

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 2026.



Photo: Bray Hayden



SDF 2026 At a Glance

**9,500+
Attendees!**

- **6** days
- **32** Festival Sponsors
- **84** Design Teams
- **260** Local and International Designers
- **20** Design Disciplines
- **65** Festival Programs
- **31** Built Installations
- **21** Pop Up Experiences
- **13** Mainstage Programs
- **7** Mixers/Social Events
- **20** Press Mentions in **16** Media Outlets



Our Reach

84

Design Teams

260

Local +
International
Designers

20

Design
Disciplines

9,500+*

Attendees in 2026

Block Party	7759
Design Mixers	370
Closing Party	146
Festival Replay	1,498

**As of 9/15/26. Festival Replay lives on and continues to reach new attendees everyday.*

Social + Web Reach



Instagram
@seadesignfest

7,505 Followers
287K+ Total Reach



LinkedIn

1,542 Followers
17K+ Total Reach

seadesignfest.org

Pageviews	113,641
Sessions	48,106
Users	33,141
First Visitors	27,998

Earned Media

20 mentions
across **16** outlets

Seattle Design Festival returns with a free block party and design mixers this August

Kelly Dougher, Secret Seattle

Hitting the Road (and ferries) in search of summer art encounters

Brangien Davis, Art x NW, Cascade PBS

10 must-see architecture & design events to see this August

Nathaniel Bahadursingh, Archinect

The Weekender: Family Fun Ideas for Seattle, the Eastside and South Sound

Meredith Charaba, Parent Map

Best Bang for Your Buck this August 14-16 weekend

Janey Wong, Langston Thomas, and Shannon Lubetich, EverOut / The Stranger

Seattle filled a park with 31 design installations – including a 20-foot wheelbarrow of trees

Larie Pidgen, PNW Passport

Design IN[FLUX]: Commentaries on Change at SDF '26

Norah Montañés, ARCADE



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 2026 Team

Adrian Pacheco • Alice Irizarry • Andrea Aguilera • Andrew Burton • Annalee Shum • Ariel Birtley • Aswin Kamath • Brad Muller • Bray Hayden • Cal Dobrzynski • Cathy Braasch • Chris Bennett-Boehm • Christine V • Claire Needs • Erik Heironimus • Franci Virgili • George Zatloka • Hanna Dean • Hasti Afkham • Jake Woland • Janet Stephenson • Kirsten Dahlquist • Jessica Man • Joy Jacobson • Juliana Hom • Karen Tang • Kiera Eason • Laura Ovsak • Leah Vendl • Lichao Liu • Matt Hutchins • Melissa Falcetti • Melissa K. Neher • Mitch Smith • Molly Gentry • Noelle 'Nelly' Higgins • Olivia Weninger • Pamela Tagata • Rachel Keith • Sarah Burk • Steven Yang • Tara Torabi • Trevor Dykstra • Tyler Schaffer • Uwe Bergk • Vibe Torgersen • Zicheng Gu • Zoë Guckenheimer

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Seattle
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keeps the Festival free to attend.



Photo: Christine V