

Singapore Design Week (SDW) returns from **26 September to 6 October 2024** with the theme '**People of Design**'!

Organised by the DesignSingapore Council (Dsg), SDW is a celebration of creativity and innovation, championing thought leadership and celebrating the best of design from Singapore and beyond through three defining festival pillars: Design Futures, Design Marketplace, and Design Impact.

We are looking for Design Community (DC) programme partners to co-create a vibrant design festival experience as part of SDW! Whether you're an independent designer or part of a design-related organisation in the larger design ecosystem, we welcome your proposals.

SDW 2024 Theme

People of Design

'People of Design' honours **the everyday visionaries among us who are making meaningful contributions to society through design.** They come from all walks of life, but share a collective aspiration to make things better. This year, we invite everyone to join us in uncovering their own design potential to bring new and better outcomes to light – ultimately **creating a more liveable and loveable Singapore.**

SDW Festival Pillars

Design Futures envisions a forward-looking Singapore that embraces design for the future to generate positive impact across different industries.

Design Marketplace uncovers lifestyle trends from around the globe, with a spotlight on the fast-growing Southeast Asia region.

Design Impact inspires with innovative and impactful design solutions that tackle society's biggest questions and create a better world by design.

SDW 2024 Key Programmes Line-up

Festival Dates: 26 September to 6 October 2024

SDW 2024 Key Programme Dates (tentative):

| | |
|-----------------|--|
| 24 Sep: | SDW 2024 Media Preview |
| 25 Sep (pm): | SDW 2024 Official Opening |
| 26 Sep – 6 Oct: | Design Districts, Festival Commissions and more! |
| 26 – 28 Sep: | FIND - Design Fair Asia & EMERGE @ FIND |
| 27 Sep (pm): | Friday Late at Design District: Bras Basah.Bugis |
| 1 – 2 Oct: | Design Futures Forum |

Refer to the SDW 2024 Deck for more details.

Join us as a DC Programme Partner

APPLY HERE: [BIT.LY/SDWDC2024](https://bit.ly/sdwdc2024)

1. DC Programme - Alignment & Objectives

Programme should align with one or more of SDW's three festival pillars and overarching theme for 2024, and meet at least one of the following objectives:

- Raise awareness and appreciation of design
- Develop design capabilities for designers, design educators or students
- Uncover and profile new design talent
- Develop opportunities for international collaboration and market expansion
- Encourage adoption of design in businesses and organisations

2. DC Partners

Partners from the entire design ecosystem, spanning a wide range of sectors, including but not limited to:

- Creatives
- Brands
- Industry
- Schools
- Attractions
- Malls

3. Programme Formats

DC programmes can come in various forms and scales, including but not limited to:

Exhibitions and installations, talks, hackathons, networking sessions, workshops, open houses, studio visits, tours and graduation shows.

These programmes can be conducted in a physical format (preferred) and/or virtually. We welcome programmes that have more **hands-on, experiential, or interactive elements** to enhance the overall experience and engagement.

4. Experience & Operations

Partners may also consider incorporating these elements into the programme experience and operations, where relevant:

- Sustainability
- Emerging Tech
- Care

5. Audience Access

Partners may choose to ticket their events or offer them free of charge.

6. Dates

Partners may choose to avoid **27 September evening** and **1-2 October**, as these are key SDW programme dates. Refer to the SDW Deck for more details.

For an overview of the past SDW 2023 programmes and how they aligned with the festival pillars & objectives, refer to bit.ly/SDW23Guide.

7. DC Partner Responsibilities

a. Conceptualisation, Management and Implementation

- Undertake the conceptualisation, financing, project management and successful execution of one/a series of DC programme(s) to achieve the said objectives.
- Secure venue(s)* for the programme, and ensure all related licenses and permits are fully obtained and/or paid, where necessary.

b. Marketing and Publicity

- Market and publicise the DC programme through the applicant's own and/or partner channels to drive attendance.
- Promote SDW 2024 by applying the SDW logo in all applicable marketing and media collaterals.
- Submit programme artwork, full programme details and marketing copy to Dsg for SDW 2024 marketing and publicity purposes.**

c. Reporting

- All exhibitions should have suitable counters (digital or manual) to track footfall of the exhibition; other programme types should use suitable methods to track attendance.
- Respond to the post-event survey within 1 month from the completion of the programme, indicating attendance numbers. This will help the SDW team improve on future editions of the festival.
- For paid ticketed events, submission of cost and revenue is required, as part of the post event survey.
- Provide event photographs and/or video footages for marketing purposes for SDW 2024 and future editions.

NOTE:

***Partners are advised to soft-book and secure their own suitable venues in advance. The National Design Centre has limited spaces for talks and workshops, and programmes will be allocated by the SDW team.**

****At the time of request for full marketing information, should information be incomplete, Dsg reserves the right to exclude programmes from marketing & publicity roll-out.**

8. Selection Criteria

Applicants will be assessed based on the following criteria:

a. Alignment of proposed programme with the following

- SDW 2024 theme
 - Any of the three SDW Festival pillars
 - Any of the following elements*: Sustainability, Emerging Tech, Care
- *where applicable

b. Quality of programme

- Quality of content in relation to chosen focus area
- Level of interactivity for visitors/participants

c. Quality of partner

- Experience in organising similar programmes
- Reputation of organiser and collaborators
- Outreach (e.g. social media channel following, database size, etc)

Dsg reserves the right to reject proposals that do not meet the criteria and limit the number of programme proposals selected.

9. DC Partner Marketing Entitlements

- Marketing and publicity support, such as event listing on SDW.SG, social media and more, as assigned by the SDW team
- SDW branding assets and guidelines (logo files, SDW key visual etc) will also be provided for use in your marketing collaterals

10. Apply to be a SDW 2024 DC Programme Partner!

Submit your application here: bit.ly/SDWDC2024
by Wednesday 20 March 2024, 5.00pm SGT

Inclusion of a brief proposal is optional, but beneficial for clearer evaluation.

Be a SDW 2024 Venue Host

APPLY HERE: [BIT.LY/SDW24VENUEPARTNER](https://bit.ly/SDW24VENUEPARTNER)

For partners who are keen to offer their venues/spaces to host SDW 2024 programmes, kindly register interest here: bit.ly/SDW24VenuePartner

The SDW team will match suitable programmes with venue hosts where possible.

Timeline

| ACTIVITY | TIMELINE Subject to change |
|--|-------------------------------|
| SDW 2024 Design Community Open Call | Closing Date: 20 Mar |
| Confirmation of Successful Applicants | 22 – 26 Apr |
| Submission of Full Marketing Information Only for successful applicants | 26 Apr – 7 Jun |
| Singapore Design Week 2024 | 26 Sep – 6 Oct |
| Submission of Post-event Survey Including attendance figures and reporting of costs and revenue | By 6 Nov |

Enquiries: jocelyn_sim@designsingapore.org