



# Singapore Design Week 2024 Design Community Open Call

**CLOSING DATE: 20 MARCH 2024, 5PM SGT**

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.

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

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## 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](https://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](https://bit.ly/SDW24VenuePartner)

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

## Timeline

| ACTIVITY   | TIMELINE<br>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<br>Only for successful applicants                         | 26 Apr – 7 Jun                |
| Singapore Design Week 2024   | 26 Sep – 6 Oct                |
| Submission of Post-event Survey<br>Including attendance figures and reporting of costs and revenue | By 6 Nov                      |

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