



Singapore Design Week 2025 Design Community Open Call

CLOSING DATE: 26 MARCH 2025, 5PM SGT

Singapore Design Week (SDW) returns from **11 to 21 September 2025** with the theme “**Nation by 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 2025 Theme

Nation by Design

“Nation by Design” celebrates Singapore’s transformation into a liveable and loveable city by design. We have built efficient infrastructures, tackled pressing societal issues, and shaped vibrant communities, yet the Singapore Design story continues to unfold in bold and imaginative ways. Join us as we create new possibilities for citizens and businesses to thrive in a city we are proud to call home – with design at the heart of it all.

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 2025 Key Programmes Line-up

Festival Dates: 11 to 21 September 2025

SDW 2025 Key Dates (tentative):

9 Sep:	SDW 2025 Media Preview
10 Sep (pm):	SDW 2025 Official Opening
11 – 21 Sep:	Design Districts, Festival Commissions and more!
11 – 13 Sep:	FIND - Design Fair Asia & EMERGE @ FIND
12 Sep (pm):	Friday Late at Design District: Bras Basah.Bugis
17 Sep:	Design Futures Forum

Join us as a DC Programme Partner

APPLY HERE: bit.ly/SDWDC2025

1. Programme Alignment

Proposed programme for DC should align with:

- a. SDW 2025 theme of "Nation by Design"
- b. Any of SDW's Festival Pillars:
 - Design Futures
 - Design Marketplace
 - Design Impact
- c. Any of Dsg's Focus Areas*
 - Sustainability
 - Emerging Tech
 - Care

*where applicable

2. DC Partners

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

- Singapore and international designers
- Design agencies
- Design institutions
- Design-led organisations and brands
- Retailers/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 (preferred) and/or virtual format. We welcome programmes that have more **hands-on, experiential, or interactive elements** to enhance the overall experience and engagement.

4. Ticketing and Admission

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

5. Dates

Partners may choose to avoid **12 September evening** and **17 September**, as these are key SDW programme dates.

For an overview of the past SDW 2024 programmes and how they aligned with the festival pillars and objectives, refer to bit.ly/SDW24Guide.

6. 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) that align(s) with the SDW 2025 theme, festival pillars and/or Dsg focus areas.
- 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 2025 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 2025 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.
- Reporting of attendance figures right after the completion of the programme to Dsg, by 22 September 2025.
- Submission of post-event survey after the completion of the programme by 20 October 2025. 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 SDW2025 and future editions.

NOTE:

*Partners are advised to soft-book and secure their own suitable venues in advance. Partners without a confirmed venue at the time of Publicity Information submission may not qualify for the final DC programme.

**Dsg reserves the final right to determine the range of marketing support for DC programmes. At the time of request for full marketing information, should information be incomplete, programmes may be excluded from marketing & publicity roll-out.

7. Selection Criteria

Applicants will be assessed based on the following criteria:

a. Alignment of proposed programme with the following:

- SDW 2025 theme
- Any of SDW's Festival Pillars:
Design Futures, Design Marketplace, Design Impact
- Any of Dsg's Focus Areas*:
Sustainability, Emerging Tech or Care

*where applicable

b. Quality of programme

- Quality of content (Currency and depth)
- Level of interactivity for visitors/participants*

*where applicable

c. Quality of partner

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

NOTE:

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

d. DC Partner Marketing Entitlements

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

Be a SDW 2025 Venue Host

APPLY HERE: bit.ly/SDW25VenuePartner

For partners who are keen to offer their venues/spaces to host SDW 2025 programmes, register your interest here: bit.ly/SDW25VenuePartner

Dsg will match suitable programmes with venue hosts where possible.

Timeline

ACTIVITY	DATES (Subject to change)
SDW 2025 Design Community Open Call	<u>Closing Date:</u> 26 March 2025, 5pm SGT
Confirmation of Successful Applicants	5 – 9 May 2025
Submission of Full Publicity Information Only for successful applicants	12 May – 20 June 2025
Singapore Design Week 2025	11 – 21 September 2025
Submission of Attendance Figures	By 22 September 2025
Submission of Post-event Survey Including reporting of costs and revenue	By 20 October 2025

Apply to be a SDW 2025 DC Programme Partner!

Submit your application here: bit.ly/SDWDC2025

by **Wednesday 26 March 2025, 5PM SGT**

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

Enquiries: sdw@designsingapore.org

Frequently Asked Questions

Is there an application or participation fee for this open call?

No application or participation fee is required for this open call.

Are you accepting proposals for digital/virtual programmes?

Physical formats of the proposed programmes are preferred but we are open to considering virtual/digital programme proposals, especially if they engage meaningfully with the festival pillars and topics.

Can I submit a proposal if I'm based outside of Singapore?

Yes, we welcome anyone to submit a proposal.

Is there any funding available for DC?

As DC is a platform for ground-up design-related programmes owned by various stakeholders from the design ecosystem, additional funding is not available. Successful applicants will receive marketing and publicity support under the SDW umbrella, at the discretion of Dsg.

Are DC programmes allowed to seek sponsorships from other companies and organisations?

Yes, DC programmes may secure their own sponsors and venue partners.

Are there venues provided for DC?

Partners are advised to soft-book and secure their own venues in advance. Dsg will also link suitable partners up with other venues if available.

What happens if my programme is not accepted?

You may continue with the programme as planned, but it will not receive marketing support through the Singapore Design Week or DesignSingapore Council channels.

I still have more questions about the Open Call.

Drop us an email at sdw@designsingapore.org and we will be happy to answer your queries!