

DESIGNPHILADELPHIA FAQs?

WHAT'S THE DESIGNPHILADELPHIA FESTIVAL?

The DesignPhiladelphia Festival is the oldest and largest design celebration of its kind in the country and the signature event of the Philadelphia Center for Architecture. The annual nine-day festival showcases the work of over 400 practicing architects, designers, and creative professionals. Together with our partners and sponsors, we educate the public about the role design plays in our everyday lives and envisions a future where innovative design is strongly associated with Philadelphia's story, beyond the lore of the Liberty Bell, Rocky, and cheesesteaks.

WHY DO WE DO IT?

Philadelphia is a unique environment with a strong history and tradition in design, manufacturing, and architecture. The days of being called "the workshop of the world" are in the past, but Philadelphia's identity as a hub for creative activity never vanished - instead it was transformed. The opportunities for design exploration and innovation through the wealth of cultural institutions, universities, and an expanding entrepreneurial base are endless. In this setting, the DesignPhiladelphia Festival emerged in 2005 to demonstrate Philadelphia's reemergence as a 21st century city shaped by design, technology, and collaborative business practices.

HOW CAN I PARTICIPATE?

Plan, sponsor, and/or host an event. Each year the calendar is chock full of exhibitions, talks, discussion panels, workshops, fashion shows, book signings, film screenings, design competitions, open studios, parties, and more! With topics ranging from architecture to urban planning, landscape to interior design, multimedia to graphic design and the latest consumer products, design technology, furniture, and fashion – there's something for everyone! We also offer opportunities to associate your brand with design excellence and optimize its exposure to Philadelphia's creative professionals and the public-at-large through print/online advertising and sponsorships.

WHERE CAN I HOLD AN EVENT?

Events take place across the city in every type of venue you can imagine. Museums, galleries, boutiques, universities, studios, co-working spaces, warehouses, railways, public streets, green spaces, and public places. Be imaginative and reach out to your neighbors!

WHAT IF I'M NOT IN PHILLY?

We can work with you to find or connect you to a location in the city for your event, though holding it here is not always possible or desirable. We've listed events in the suburbs of Philadelphia, as well as Camden, NJ on our Festival calendar, to great success. For maximum attendance, we would strongly advise that your event be accessible via public transportation from Center City. We also advise developing a plan to market your event to your local community.

WHEN IS THE BEST TIME TO HOLD AN EVENT?

Conferences and lectures geared towards professionals and/or students are usually scheduled during the weekdays of the Festival, in the morning/early afternoon hours. Events geared towards the public have better attendance if they are held after business hours or on the weekends. The most popular evening for scheduling an event is Thursday. If you're thinking of holding an event that evening, know you will have stiff competition for attendance. Encourage attendance and neighborhood exploration in event attendees - reach out to your neighbors – they might be hosting an event too and you can schedule yours in the same evening.

WHERE DOES MY REGISTRATION FEE GO?

Fees collected from event organizers help to pay for the festival website, production and distribution of the festival guidebook, marketing/promotional materials such as bus shelter posters, postcards, and event signage.

DO PARTNERS GET FREE OR DISCOUNTED TICKETS TO THE KICKOFF PARTY?

DesignPhiladelphia kicks off the festival each year with a blowout celebration. The party also happens to be DesignPhiladelphia's one-and-only annual benefit. No matter how much we wish it wasn't so, we'd never achieve our fundraising goals if we gave discounts or free tickets to the 140+ partners each year.

But that doesn't mean we don't want you there! 100% of the proceeds from your ticket purchase will go toward our new initiative, SEED - allowing students and emerging designers to participate in the festival, and to the year-round initiatives of DesignPhiladelphia and the Center for Architecture. Some of our programs/partners this year included the African American History Museum, Asian Arts Initiative, Friends of the Rail Park, The University of the Arts (Corzo Center for the Creative Economy), Gray Area, and Creative Mornings: Philadelphia.

WHAT IF I HAVE MORE QUESTIONS?

Contact Nova Harris
via phone at (215) 569-3186 x106
via email at nova@designphiladelphia.org

NEW! INFO SESSION

JOIN US MAY 29 | 5:30-7:00PM | @ CENTER FOR ARCHITECTURE

Meet our team as we share what's new and offer a sneak preview at this year's signature events. Mingle with possible event collaborators and co-conspirators. Learn what it takes to successfully plan and promote your event - including PR and buzz building tips and tricks with communications consultant, **Karen Gross**. Leave with a handy-dandy "toolkit" to guide you along your way.

FREE, registration required - RSVP to nova@designphiladelphia.org