



DESIGN WEEK PORTLAND APRIL 21-29, 2017

# ABOUT US

## MISSION

Design Week Portland connects, informs, promotes, and catalyzes designers and aspiring designers in greater Portland through events, research, and service. Year over year, the festival deepens the impact of designers in the city, networks interesting people working on interesting projects, and elevates the city's creative community globally.

## FESTIVAL

For a single week each year, Portland comes alive with 200+ lectures, installations, panel discussions, tours, open houses, fairs, exhibits, product launches, hands-on workshops, parties and intimate gatherings. The festival celebrates the region's best design across all disciplines.

## EVERY DESIGN DISCIPLINE

Through centrally curated content and independently produced programs, we explore the most interesting developments in Graphic Design, Architecture, Digital, Industrial Design, Craft, Illustration, Interior Design, Fashion & Apparel, Urban Planning, Film, Landscape, Design Criticism, and Education.





# SCHOLARSHIPS

This year, we're extending the reach of our programming to youth. Local design firms are subsidizing scholarships so students can experience a range of programs for free.

Through our Main Stage, students will be exposed to inspiring speakers across practices, giving them a broad overview of varied disciplines and areas of creative work. Through organized tours, they will meet the people behind that range of creative work. And through our Headquarters, they will be able to engage with the creative team working to develop the Green Loop, an experience that will help them understand the influence of design and design thinking in place-making, planning and policy.







APRIL 21 SCHEDULE





## TOURS 9-11AM

Design Week Portland's roots are in the collective strength of the city's practitioners, studios, and maker spaces. Students will get to choose from several customized walking tours that leave from our Headquarters in the morning, in which they'll meet creative people working in a variety of design disciplines. From video production to fabrication, graphic design to architecture, they will get to interact with creative professionals who are making exciting work and see the range of opportunities available in design.





# HEADQUARTERS 11AM

Headquarters is Design Week Portland's most public program, and acts as an interface between designers and citizens. What began as an exhibit of design in action in its first year has evolved into a program of civic engagement through design. Stationed in a prominent, central location in the city, it is the festival's yearly response to the challenges and opportunities the city faces and aims to elevate diverse voices to envision the city's future collectively.

## PROTOTYPING THE FUTURE OF THE CITY

In 2017, this centerpiece of the festival will bring to life a design concept for the Green Loop, a new pedestrian / bike urban promenade linking the city's east and west sides. The exhibition will be the culmination of a yearlong engagement campaign by a local design collective working closely with the city. A prototype of the concept will take over the street and an indoor exhibition will allow visitors to react, discuss, comment, and further envision and co-design the loop.

Students will get to experience the exhibition, meet the creative team behind the Green Loop concept, and contribute their feedback.





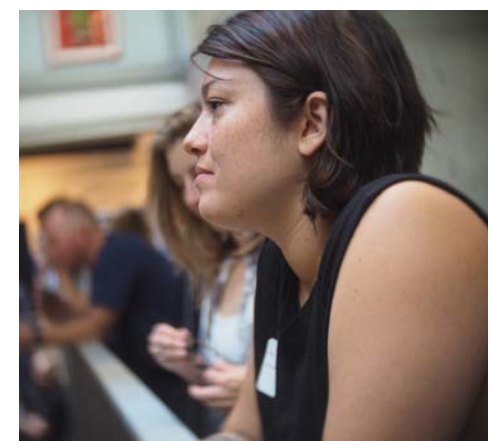


# MAIN STAGE 1-5PM

Speakers from diverse backgrounds and disciplines will address where design is today and where it's headed. From food systems to international diplomacy, regional design identity to movement building, the Main Stage in 2017 will take on uncharted territory in design.

Students will have an opportunity to see our first day of programming and the option to return the following day for another dozen speakers touching on augmented reality, global affordable housing, the future of the city, and the importance of creative projects in education.

See the speaker line-up [here](#).



Since debuting in 2012, Design Week Portland has cut a strikingly ambitious—protean, even—figure: a sprawling, come-one-come-all team effort at citywide takeover by the whole local design community.

**Portland Monthly**

Rather than elite exhibitions and galas, Design Week Portland is concerned with bettering one's own work, understanding the surrounding world, and deepening the roots of the city's design community.

**Core77**

While a good number of industry folk will be convening in London for Advertising Week Europe next week, not to be missed in the conversation is Design Week Portland... As the industry continues to evolve, morph and coalesce, design (in all its forms) is becoming more pronounced in the overall discussion — and DWP is keen to be a prominent voice in the chorus.

**The Drum**

Portland has never aspired to be like any other place. It longs to be different, but not for the sake of being different. Rather to establish its own rules and to shape its own culture, regardless of how counterintuitive it appears to those looking in. It's what makes Portland and Design Week Portland unique.

**AIGA**

Oregon is already known for its original thinkers. Now, get ready for those change agents to gather: Design Week Portland returns with hundreds of events, many free, in all corners of the city.

**The Oregonian**

As an annual event celebrating the many layers of design in the city, Design Week Portland brings together makers, designers and a community of creative individuals to start conversations, increase awareness, and serve as a catalyst for new ideas.

**Travel Portland**

There's only one place I'd like to be next week and that place is Portland, Oregon. Why? Design Week Portland will be happening and I am honored that CreativeMornings will be part of it!

**Swiss Miss**

It's a chance for Portland to toot its own horn. We have some of the best creative minds here. Whether it is Wieden + Kennedy or a smaller firm, Design Week Portland reflects on the design work being done in the area and specifically, the way design is valued here and now.

**KGW Television**

Design Week Portland celebrates design through a series of talks, exhibits, films, and open studios all across town. Kudos to the organizers for putting together an action team with more than 50% women to create and produce the diverse programming, which highlights the creative process, craft, and practice across visual disciplines.

**Bitch Media**

Design Week Portland is back, and it's jam-packed with open houses, workshops, panel discussions, breakfast lectures (brectures?), and no shortage of fever dreams of future Portland, glimpsed through a lens of design. Even for the most art-allergic Portlanders, there's something here for you.

**Portland Mercury**

Design Week Portland is neither a week nor is it design. Actually, it is more than that. The provocative event spans a full nine days while exploring design solutions to broad political- economic issues.

**ThruMag**

So if you're interested in typography, furniture, film or fashion (or a whole slew of other design categories from architecture to website construction) there's something going on this week that will appeal to you.

**OregonLive**

For the festival, the creative economy, and the city, it's been a whirlwind five years, and every possible indicator points toward the next five being even more transformative. It's not often you get a front row seat to the emergence and maturation of a new creative force.

**Carl Alviani, design writer**

Design Week Portland is a multi-venue, multidisciplinary celebration of design in its myriad forms, with talks, films, exhibitions and workshops — many of them are free, almost all are accessible — around the city.

**Willamette Week**

If a movement can be defined as a moment when people across time zones and borders act simultaneously on the same idea, then the design week movement is verifiable. In the last three years, design festivals and design weeks have mushroomed across the U.S. in cities including Columbus, Salt Lake City, Kansas City, Baltimore, Detroit, Beijing, Singapore, Moscow, Paris, and this year, it's Portland, Oregon.

**Dwell Magazine**



## GET IN TOUCH

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