



SASKATCHEWAN DESIGN WEEK

Window Gallery: Call for Participants

Be a part of Saskatchewan's vibrant art and design community for Design Week 2021 by engaging with and promoting local businesses and designers.

DESIGN
WEEK NOV. 15 - 19, 2021
designcouncil.sk.ca

SUMMARY

Saskatchewan's Design Week celebrates design as a multidisciplinary form of creative thinking and making, with several events and exhibitions to experience online and in-person. What better way to explore gallery spaces while maintaining physical distances than to do it outdoors? This year, we are organizing a series of Window Galleries in downtown Saskatoon to highlight creativity, community, and experimentation. Downtown business will partner with Saskatchewan design firms to create special installations to entice audiences.

WHAT

A Window Gallery runs the whole duration of Design Week (and longer if decided by the partnership), and is visible to the public 24 hours a day from the outside of your venue. Depending on the space, the installation may also be viewable from inside your venue during regular business/gallery hours. The level of engagement between partners is determined by those involved.

Some ideas may include displaying architectural models, design posters, and other archived work in new and creative ways, showcasing the downtown business's product or services. Or perhaps create and fabricate something brand new together by repeating simple materials.

WHY

- Be a part of Saskatchewan's vibrant art and design community
- Show your work to an enthusiastic audience of designers and design-lovers
- Get exposure through the Design Week's website, social media, press releases, and e-newsletters
- Meet and build relationships with new artists, designers, educators, curators, and manufacturers
- Explore new ideas
- Add to your brand capital
- Engage with a captive audiences with new forms and mediums of advertisements

WHO

- We'd love to hear from you if you are:
 - A downtown business that wants to offer a window
 - A design firm that wants to create a window installation
- If you would like more information, please email [**design.council.events@gmail.com**](mailto:design.council.events@gmail.com)

WHEN

- Deadline to apply: September 24th
- Design period: September 27th – November 9th
- Install in windows: November 10-12th
- Unveiling: November 12th
- Display period (minimum): November 12th – 19th

**EXAMPLES OF WINDOW INSTALLATIONS AND GALLERIES
ON FOLLOWING PAGES**



