The Winnipeg Design Festival is the largest annual event of StorefrontMB and the first festival in the province dedicated to the promotion and celebration of local design culture. This year marks the 6th annual festival and will be held from September 14 to 17. Each year this non-profit festival is curated by a team selected by StorefrontMB.

The Winnipeg Design Festival attempts to cultivate and share Winnipeg’s rich community of talented and creative individuals; and the products of their creative processes of design and making. WDF also strives to build and cultivate interdisciplinary relationships and partnerships with industry and like-minded organizations that promote the value of good design of art, objects, architecture, and the greater built environment. The festival’s events are the primary means of participation and interaction amongst participants and festival patrons, and may include lectures, installations, tours, and symposiums. WDF also wishes to be inclusive to a greater public audience, as a means of promotion, appreciation, and education of the design of the built environment.

This year, WDF is focusing the festival around the incredible value in good design that challenges conventions to change the way we experience the world. Design is all around us all the time, but good design is rare and far between. We live in a designed world full of mediocre, complacent, and un-inspiring experiences. As consumers, citizens, participants, and designers, we have the power to improve our experiences through good design. Good design is innovative design. Innovative design requires the designer to challenge expectations, conventions, past experiences, and the status quo to enhance the end product. Innovative design also changes the users experience creating a visceral emotional reaction that balances its functional aspect. In so doing, innovative design challenges us to dream bigger, push further, and expect more from the experiences in the world around us.