

2025 WDF CURATOR: CALL FOR EXPRESSIONS OF INTEREST

<https://www.storefrontmb.ca/wdf>

@WpgDesignFest

Storefront Manitoba (SfMB) is thrilled to announce our search for a highly motivated individual, or team, to take the reigns of Festival Curator for 2025. The festival is scheduled to launch on September 12, 2025, with a closing party during Nuit Blanche on September 27, 2025. The theme for 2025 is: **CONNECT**.

The Winnipeg Design Festival (WDF) is SfMB's largest annual program. The festival aims to promote and celebrate the many fields of design that improve our cities and enrich our built world. Over the past ten years, the festival has grown in demand and participation with more than 25 events and over 1500 attendees in 2024. Each event aims to connect creative designers, professionals and community members – to generate dialogue about design and our built environment.

Curator:

The ideal candidate(s) will be passionate about design, self-motivated, and enthusiastic with exceptional written and graphic communication skills. Strong organizational, budgeting and interpersonal skills are also key qualities. Preference will be given to teams of two people.

The Curator is responsible for maintaining creative control of the festival while keeping to SfMB's Mission and Objectives. The Curator will manage the festival and be responsible for all logistical coordination including but not limited to venue bookings, permits, printing, sponsorship, recruiting volunteers, distributing promotional material including social media promotion. The Curator will report to the SfMB WDF Subcommittee, who will provide support and help ensure the success of the Festival. Curators can expect to commit ±24 hours per month. Each month will vary with increased hours expected leading up to and during the festival.

SfMB is committed to representing the diversity of people living in Winnipeg. We actively encourage applications and self-declaration from underrepresented groups including Indigenous Peoples, Women, Racialized Peoples, Persons with Disabilities, 2SLGBTQQIA+ Peoples, and Newcomers.

Compensation:

The Curator position shall receive a one-time honorarium of \$10,000, awarded to an individual or team.

Curatorial Duties:

- Provide overall creative direction and implementation of the theme: **CONNECT**
- Coordinate and manage the schedule and budget
- Create a graphic identity for promotional material
- Work with the SfMB Subcommittee to manage the WDF social media and website page
- Seek opportunities to collaborate with potential contributors and volunteers
- Foster existing relationships and seek out new sponsorship and grant opportunities
- Coordinate logistics including managing individual event producers
- Take part in media relations including promotional television & radio interviews
- Produce a final report and presentation including recommendations for the 2026 Festival

Recommended programming:

- **Launch Party** on Friday, September 12, 2025
- 4 Site **Tours**
- Onsite **Exhibition** to run throughout the entire festival
- Additional lectures, workshops, installations, films, family-friendly programming, interactive programming, pop-up events
- Partnerships with allied organizations including: UofM Faculty of Architecture, Art City, EQ3, Building Equality in Architecture Prairies, 10x20x20, Sustainable Buildings MB, etc.
- **Closing Party** during Nuit Blanche on September 27, 2025

Application:

- **Cover Letter:** 1 page – Expression of interest and why applicant is ideal for this position
- **Theme:** 1 page – Outline the theme **CONNECT** and how it would be implemented
- **Program & Schedule:** 1 page – Description of preliminary proposed events and schedule of activities
- **CV/Bio:** 1 page for each team member
- **Portfolio:** Up to 5 pages – Examples of previous work
- *Ensure all applications are submitted as a combined pdf (max 10MB)*

Evaluation:

- Qualifications, experience and demonstrable capacity to carry out the WDF successfully
- Strength, creativity and approach to the theme, **CONNECT**

Submit Applications to: info@storefrontmb.ca

Deadline: Friday, February 21, 2025, 11:59 pm CST

**Please note that we are grateful to all who take the time to apply for this role, however only those selected for an interview will be contacted.*

ABOUT STOREFRONT MANITOBA

MISSION

Celebrating design ideas that transform our shared spaces toward a sustainable built world that inspires and benefits all.

OBJECTIVES

- Advance the awareness & appreciation of design in the built and natural environment in Manitoba through public engagement;
- Provide an inclusive platform for the exchange of design knowledge through research, publications, exhibitions, lectures & special events;
- Advocate for critical discussion, exploration & innovation of architecture & its allied design professions;
- To improve the quality of design in the built environment in Manitoba through collaborative partnerships.