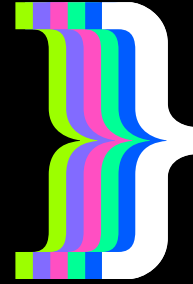


# The Spaces In Between



27 April 2026  
International Design Day 2026

international  
council of  
design  
Hosted By  
segd

## The Spaces In Between: International Design Day 2026

Design connects us. Design mediates the physical, digital, and emotional spaces where human connection is possible. It challenges us to facilitate genuine connection, not just efficiency, but the quality of human interaction.

**Design isn't just what we make. It's what happens between us.**

**Design lives in the in-between**, the thresholds where ideas become experiences and strangers become communities. The International Design Day theme for 2026 (IDD2026), The Spaces in Between, invites designers to look beyond objects and outcomes and toward the shared experiences that shape how we belong, communicate, and coexist.

From a poster that helps a movement find its voice, to a street sign that guides a stranger home; from a museum that sparks empathy, to a garment that celebrates identity; from a product that restores dignity, to a digital space that invites participation, design shapes how we connect.

**Why it matters now:** We live in an age of constant communication, and increasing disconnection. Design can rebuild the spaces that bring people together, including our streets, screens, museums, clothing, objects, and cities.

This year, we're asking our community how they are designing the spaces in between, to design for connection, use creativity as common ground, and make every shared space a place where people belong.

**Because when design bridges the spaces between us,  
we build the future together.**

### About the Council:

**The International Council of Design (ICoD)** is a world body for professional design, presenting more than 115 organisations in over 60 countries. Founded as Icograda in 1963, it is a non-profit, non-partisan, member-based network of independent organisations and stakeholders working within the multidisciplinary scope of design. The Council actively works to promote the value of design practice, thinking, education, research and policy.

**Links:** [theicod.org](https://theicod.org) | [ICoD Facebook Page](#) | [ICoD IDD Facebook Page](#) | [ICoD Instagram](#) | [ICoD IDD Instagram](#)

### IDD2026 Host:

**The Society for Experiential Graphic Design (SEGD)** is a global community of designers of experiences, connecting people to place. Founded in 1973, SEG D now represents more than 2,000 members across 30 chapters in seven international regions. With members spanning disciplines from wayfinding and placemaking to digital media, exhibition, and branded environments, SEG D champions the role of design to improve the human experience across built environments.

**Links:** [segd.org](https://segd.org) | [SEGD Instagram](#)

## 2026 Actions

Below are some kickstart ideas on how to participate in IDD2026:

### 01 Attend or host a forum

Design interacts with people in visible and invisible ways. On International Design Day, we invite design organisations, collectives, and communities to spark conversations about where connection happens, and where it breaks down.

Rather than designers speaking only to designers, we encourage you to invite voices from outside the design profession, such as educators, researchers, community organisers, anthropologists, technologists, artists, or others whose work centres human relationships and lived experience.

- How do different fields understand connection, belonging, and participation?
- How do people listen, include, and collaborate across difference?
- How might these perspectives inform more inclusive design processes?

Participation may range from in-depth gatherings, such as a symposium of speakers, to lighter creative discourse shared on social platforms.

### 02 Events around the theme

Create events inspired by The Spaces in Between. These may include live interviews, pre-recorded webinars, in-person conferences, discussions, workshops, tours or exhibitions.

Events may focus on physical, digital, social, or emotional spaces, especially moments of transition, exchange, or encounter. Tag @ICoD on social media so we may share your event.

### 03 Discuss and share ideas on social media\*

Post about how your work engages with the spaces in between, where design connects people to place, systems, and one another. Posts may include reflections, current issues, design projects, community initiatives, student work, or imagined futures. You may consider these questions:

- Where does connection happen in your work?
- Which systems create distance instead of understanding?
- How does design shape relationships, not just outcomes?
- How might design create space for empathy, participation, and belonging?
- What responsibilities do designers hold in shaping shared experience?

Please note that use of the ICoD logo is not permitted without prior approval.

**How to participate and connect your local event to the global IDD2026 moment:**

#### Instagram

Share your local International Design Day event on your own account and:

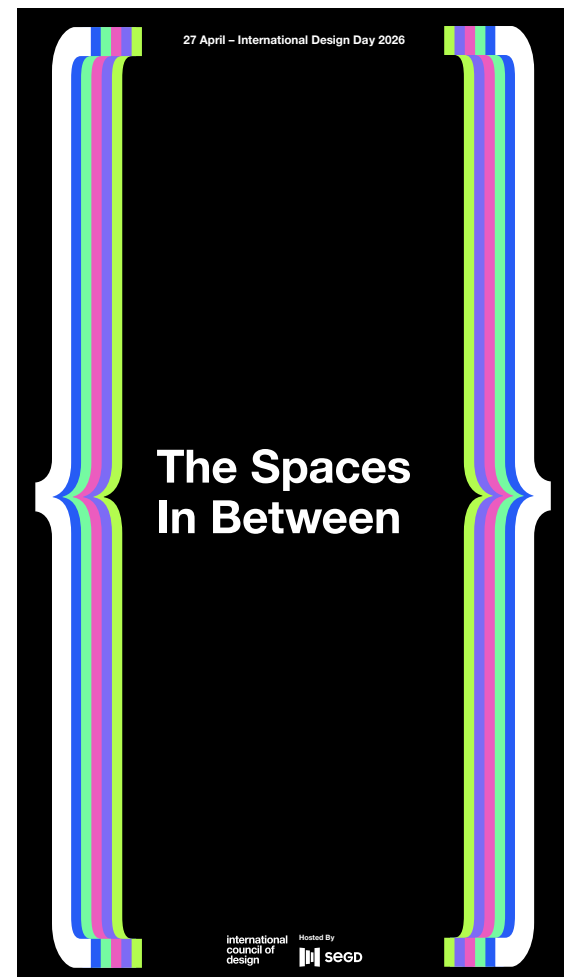
- Tag @internationaldesignday
- Use #IDD2026 and #TheSpacesInBetween

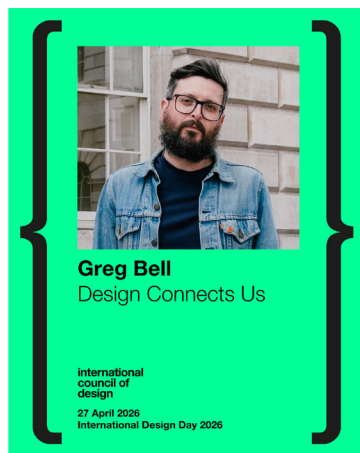
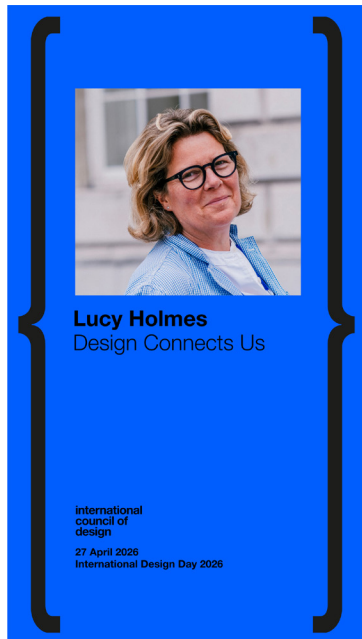
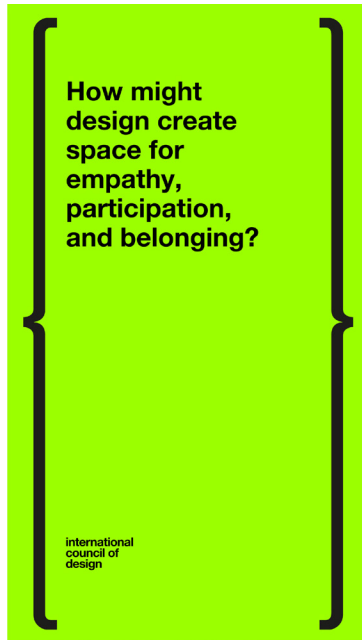
Selected posts and stories will be reshared through the official International Design Day Instagram, creating a global stream of local celebrations.

#### Facebook

Join the International Design Day Facebook Group and post your event, project, or reflection there.

This space serves as a shared archive of International Design Day activities from around the world.





## Design Templates

### Full Packaged Toolkit

For access to Illustrator templates, the brand identity and fonts, download the full toolkit.  
[Download Toolkit](#)

### Live Canva Templates

Use the live links below to create a suite of graphics for use in social media and to promote events.

#### Primary Identity

Square 1x1: [Canva Link](#)

Post 4x5: [Canva Link](#)

Web Banner 16x9: [Canva Link](#)

#### Quote Graphics

Post 4x5: [Canva Link](#)

Story 9x16: [Canva Link](#)

#### Event Graphics

Post 4x5: [Canva Link](#)

Story 9x16: [Canva Link](#)

#### Speaker Graphics

Post 4x5: [Canva Link](#)

Story 9x16: [Canva Link](#)

LinkedIn/Web Banner 16x9: [Canva Link](#)

### IDD2026 Visual Design:

**Holmes Studio** is an award-winning design practice focused on strategic creativity and intelligent design. Working across the cultural, business, and public sectors, the studio helps organisations realise their aims through collaborative, relevant, and sustainable design solutions.

More at [holmes-studio.com](https://holmes-studio.com)

### Published by:

The International Council of Design

Phone: +1 514 875 7545

Email: [info@theicod.org](mailto:info@theicod.org)

Website: [www.icod.org](http://www.icod.org)

© 2026 International Council of Design