

AGENDA

THURSDAY, OCTOBER 27

TOURS

A fee of \$75.00 is required for each Premium tour.
Pre-registration is required as space is limited!

1:00-3:00pm

Sponsored Tours

Times Square LED Spectacular Tour with Activate the Space
CapitalOne Digital Experience Tour with D3 LED and Gilmore Group
Interactive Retail Tour with Reality Interactive

Premium Tours

NYC Wayfinding with CityID
LED Lab with Float4

Mixer

6:30-10:30pm

Hosted by Show+Tell with SEG D | Samsung 837 Experience Center
Pre-Registration required as space is limited!

FRIDAY, OCTOBER 28

Registration + Networking

8:00-9:00am

Xlab is held at SVA Theatre | 333 W 23rd St, New York, NY

Welcome + Introductions

9:00am

SESSION 1

THE DIGITAL CITY: CREATING NEW ECOSYSTEMS

9:10-10:20am

George Burciaga, Civiq Smartscapes
Mike Rawlinson, CityID

The key to creating truly smarter cities lies with the connection between physical infrastructure, digital interfaces, and data that demonstrates patterns of usage and human behavior. Learn about the latest efforts that are advancing global cities today and how both technology providers and designers are creating user-centric platforms for enhanced urban experiences.

moderated by Paul McConnell, Intersection
sponsored by Daktronics

Morning Break

Meet and connect with design + technology leaders
sponsored by AVS

10:20-10:50am

SESSION 2

EXPERIENTIAL CONTENT: CONNECTING TO PLACE

10:50am-12:00pm

Chad Hutson and Ellen Schopler, Leviathan
Refik Anadol, Refik Anadol Studio

Content remains king, but the way content needs to engage users, and connect with context and place has greatly evolved. Tying in physical, real time data through visualizations provides for a near infinite source of new and engaging content. Content can also connect to communities through meaningful curation with artists and other content creators. Learn how design firms are approaching content in new ways for their clients, and how these methodologies provide a sustainable pipeline to create new types of user engagement.

moderated by Adi Marom, Second Story
sponsored by Reality Interactive

Lunch Break

Grab a bite to eat in Chelsea

12:00-1:30pm

SESSION 3

MATERIAL INNOVATION: APPROACHING ONENESS

1:30-2:50pm

Nik Hafermaas, Ueberall
Wilson Brown, Antfood
Jeremy Duimstra, MJD Interactive

Media has long been used as a material form. Now, the surfaces and materials that surround and enclose media have in many ways dissolved, allowing for embedded surfaces and seamless integration of digital technology into physical surfaces. How will the oneness of digital and physical continue and what are the opportunities for designers and technology innovators to continue to push these boundaries in concept and in the built environment.

moderated by Jeff Grantz, Materials & Methods
sponsored by Design Communications Ltd.

AGENDA

FRIDAY, OCTOBER 28 (CONTINUED)

Afternoon Break

Meet and connect with design + technology leaders
sponsored by 22Miles

2:50-3:20pm

SESSION 4

VIRTUAL REALITY: SENSORAL EXPERIENCES

3:20-4:20pm

Kyle Banuelos, dotdotdash
Yasmin Elayat + Alexander Porter, Scatter

Virtual Reality is no longer just a concept or a vision of the future. It is a real platform that is now finding its way into new experiential environments and creating new ways to generate and experience creation. With that new types of user expectations and behaviors are emerging. Learn about the opportunities that VR is creating for not only content but also for the designers who need to be able to use the technology as a tool to create models for simulation and visualization.

moderated by Bryan Meszaros, OpenEye Global

SESSION 5

NEXT GEN INTERACTION: NEXT GEN THINKING

4:20-5:00pm

Nils Wiberg, Gagarin
Cory Clarke, VSA Partners

The next generation of interaction requires a new way of thinking, and an understanding that when human behavior changes new models of experiences will emerge. Join us for a visionary outlook at what is next and what you need to consider as these types of interactions impact projects, spaces, cities and our lives!

moderated by Justin Molloy, SEG D
sponsored by Color-Ad

Closing Comments

5:00pm

SEG D NYC Chapter Mixer

5:30-7:30pm

sponsored by Designtex and Colite

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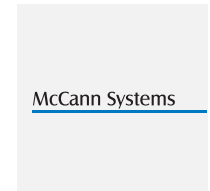
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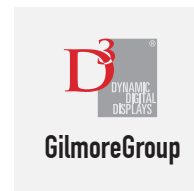
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