

AGENDA

WEDNESDAY, NOVEMBER 1

NEC Showcase

1:00-3:00pm

Part of New York Digital Signage Week

Open to SEGD Xlab attendees. Advanced registration required.

Showcase held at SIR Stage 37, 508 West 37th Street, NYC, 10018

Kick-off Mixer

7:00-9:00pm

Stout, 133 West 33rd Street, NYC 10001 (Optional/Cash Bar)

THURSDAY, NOVEMBER 2

Conference Registration/Networking

8:00-9:00am

SVA Theatre, 333 West 23rd Street, NYC 10011

Welcome and Introductions

9:00am

SESSION 1

THE DISRUPTED CITY:
THE PATH TOWARDS SMART(ER) PLACES

9:15-10:15am

Tim Fendley, Living Map Company

Sandra Baer, Civiq Smartscales

The path from technology integrated into today's urban environments and to the vision for a truly smart city seems like a long journey. What will the new types of experiences be that connected cities provide us? Will the future of smart cities be digital pylons and mobile guides and maps? Will it be invisible intelligence? Learn and debate these and other questions in this session that's sure to get you thinking about how disruption is shaping the vision for our cities.

Moderated by Adrian Cotterill, DailyDOOH

Sponsored by Daktronics

Morning Break

10:15-11:00am

Meet and connect with design and technology leaders

Sponsored by SH Acoustics

SESSION 2

DISRUPTED SPACE:
NEXT GENERATION PUBLIC EXPERIENCES

11:00am-12:00pm

Alexandre Simionescu, Float4

Inessah Selditz, LAB at Rockwell Group

Digital experiences and the technologies that are integrated into public environments have evolved from low resolution displays to integrated surfaces and spaces providing real time information and services. These new types of experiences aim to provide users with more meaningful interactions and experiences. Learn how the evolution of both design strategy and technology are yielding disruption in both public experiences and public spaces.

Moderated by Douglas Hampton-Dowson, Reality Interactive

Sponsored by 22 Miles

Lunch Break

12:00-2:00pm

Grab a bite to eat with new Xlab friends in Chelsea

SESSION 3

DISRUPTED PRACTICE:
TECTONIC SHIFTS FOR BUSINESS AND SERVICES

2:00-3:00pm

Patrick Gallagher FSEGD, Gallagher & Associates

Carlo Bailey, WeWork

The design world has changed and technology has afforded businesses the capacity to work under new models while offering new services to clients. Business and user centered design are disrupting industries and service models that have remained unchanged for decades. The trailblazers pioneering the future of experiential graphic design have responded to these opportunities and have created new practices for the future. Learn from their experiences and how you can prepare your firm for these shifts.

Moderated by Paul McConnell, Intersection

Sponsored by Reality Interactive

Afternoon Break

3:00-3:15pm

Meet and connect with design and technology leaders

AGENDA

THURSDAY, NOVEMBER 2 (CONTINUED)

SESSION 4

DISRUPTED STORYTELLING: NEW MODELS FOR USER ENGAGEMENT

3:15-4:15pm

Jonathan Alger, C&G Partners
Matthew McNerney, Potion

From museums to mixed reality in everyday places, new experiences fueled by new uses of technology, are radically disrupting the way traditional spaces and verticals are connecting with their users. Gain a first-hand perspective of what disruption means for places that use storytelling and new platforms for connecting from leading experience design practitioners who are radically changing the game for user-engagement.

Moderated by Emily Conrad, TESSELLATE
Sponsored by Xibitz

SESSION 5

KEYNOTE: DISRUPTING EXPERIENCES

4:15-5:00pm

Valentin Spiess, iart
2017 SEG D Global Design Awards
Best of Show and Honor Award Winner

Moderated by Anna Crider-Sharp, Two Twelve

Closing Comments

5:00pm

SEG D NYC Chapter Mixer

5:30-7:30pm

Sponsored by Colite, Designtex and PAM
Bo's Kitchen and Bar Room, 4 West 24th Street, NYC, 10010

FRIDAY, NOVEMBER 3

Tours

10:00am-12:00pm

STUDIO INNOVATION TOURS

Each studio innovation tour registration is \$75.00. Advanced registration is required as space is limited! Select only one tour.

C&G Partners | cgpartnersllc.com

A multi-specialty creative studio dedicated to design for culture—from cultural institutions to organizational culture.

Gallagher & Associates | gallagherdesign.com

An internationally recognized museum planning and design firm with offices in Washington DC, New York, San Francisco, and Singapore.

Intersection | intersection.com

A leader in technology and design innovation of physical spaces. Formed from the merger between Titan and Control Group.

LAB at Rockwell Group | rockwellgroup.com/lab

A NY based design innovation studio that merges insights and interactive technology to create unique architectural experiences.
















Potion | potiondesign.com

A NY based design studio that transforms experiences through design and technology.

Tessellate at New Inc. | tessellatestudio.com

Tessellate connects to audiences by integrating architecture, design, narrative and people to create valuable transformative experiences.

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