

AGENDA

All conference sessions will occur at
Loews Miami Beach | 1601 Collins Ave, Miami Beach, FL 33139

WEDNESDAY, JUNE 7

SEGD ACADEMIC SUMMIT

8:00am-5:00pm

Florida International University | Miami Beach Urban Studios
420 Lincoln Rd, Miami Beach, FL 33139

Get insights into experiential graphic design academic education through a full day of sessions focused on curriculum innovation, design research, and student project excellence. Event is free to the public and open to all SEG D conference attendees.

THURSDAY, JUNE 8

REGISTRATION

8:00am-5:00pm

Second Level | Americana Foyer

WELCOME TO MIAMI

9:00-9:30am

Second Level | Americana Ballroom Salon 1-2

INTRODUCTIONS + WELCOME

with Anna Sharp, Experience Miami Chair
John Stuart, Experience Miami Moderator

Welcome to Miami and the annual gathering of your Experiential Graphic Design community! Get grounded in our conference city as we start our exploration of the Magic City as a major hub for design, innovation and human-centered experiences.

YOUNG DESIGNERS SUMMIT

9:30am-1:00pm

Second Level | Americana Ballroom Salon 1-2

Sponsored by TBD

with Clive Roux, SEG D, John Lutz, Selbert Perkins Design;
George Lim, Tangram Design

Exclusive working session for Gen-Y conference attendees with a focus on entering and growing in the experiential graphic design community with firm owners and SEG D board members.



EXPERIENCE MIAMI: TOURS

9:30am-12:30pm

All tours will depart from Second Level | Americana Foyer

SEG D's project tours have become a signature part of our annual gathering, giving you a chance to get out of the conference room and actually see our host city! Your only problem: there are so many great tours, it's hard to choose just one! All tours have size limitations and are available on a first-come, first-served basis. Please register early. Note all included tours require some walking and Miami is a warm tropical climate!

Miami Beach Tours | Included

Miami Beach Art Deco Experience
The Wolfsonian Museum Experience
New World Symphony Architectural Experience
FIU Miami Beach Urban Studios Innovation Experience Boeing

Project Tours | Premium

Wynwood Artwalk Tour
Design District Tour
Royal Caribbean Cruise Lines Production Studios Tour
Museum Park and Bayside Urban Tour

Destination Tours | Ultra Premium

Stiltsville Boat Tour
Viscaya Museum and Gardens

MIAMI DESIGN: LEARNING FROM PRACTICE

1:30-4:30pm

Second Level | Americana Ballroom Salon 1-2

These talks will present three distinct perspectives of design practice from a Miami point-of-view. These sessions will provide practical process based insights to enhance your own studio's outlook on what is possible and what other design practices are doing too!

MAKER SPACES AND THE DESIGNER ENTREPRENEUR

Sponsored by TBD

1:30-2:15pm

with Daisy Nodal and Tom Pupo, Moonlighter.co

MIAMI MUSEUM CULTURE: ARCHITECTURE + IDENTITY

Sponsored by TBD

2:30-3:15pm

with Terence Riley, Keenan/Riley

TBD

Sponsored by TBD

3:30-4:15pm

THURSDAY, JUNE 8 (CONTINUED)

PRESIDENT'S RECEPTION

Sponsored by Gemini

7:00-9:00pm

Americana Lawn | Ground Level | Beachside

Come casual or get dressed up, it doesn't matter—just meet us right next to the beach on the Americana Lawn for our annual welcome reception. Get reacquainted with old friends, meet some new ones and get this party started!

End of programming for the day.

Dinner on your own and explore the city!

FRIDAY, JUNE 9

REGISTRATION

8:00am-4:00pm

Second Level | Americana Foyer

BREAKFAST

Sponsored by TBD

8:00-9:00am

Second Level | Americana Ballroom Salon 3-4

NEXPO

8:00am-5:00pm

Second Level | Americana Ballroom Salon 3-4

NEXPO is at the heart of the conference for a reason: it's the innovation engine of experiential graphic design, showcasing new tools, products, projects and processes for connecting people with place.

WELCOME BACK

with John Lutz, SEG D President

9:00-9:30am

Second Level | Americana Ballroom Salon 1-2

SESSIONS

9:30am-12:00pm

Second Level | Americana Ballroom Salon 1-2

RESPONDING TO CHANGE:

SEA LEVEL RISE AND THE IMPACT ON DESIGN

9:30-10:15am

with Dr. Harold Wanless, University of Miami

introduction and moderation by Ana Benatuil, CityBIOM/Gensler

Sea Level Rise is a topic that every design working in the built environment should be aware of. Miami is one of the first cities in the US that is already seeing the impact of salt water intrusion into the built environment. Learn how this change will impact the way we live and how designers can work towards methodologies that are more responsive, resilient, and impactful to place.

BREAK AT NEXPO

10:15-11:15am

Second Level | Americana Ballroom Salon 3-4

FRIDAY, JUNE 9 (CONTINUED)

MIAMI UNDERLINE:

CREATING A NEW URBAN LANDSCAPE

11:15pm-12:00pm

with Isabel Castilla, James Corner Field Operations;
Hamish Smyth, Standards Manual

Miami Underline will transform the space below the city's Metrorail into a 10 mile linear park and trail. Learn how this project, shaped by landscape and graphics will re-write the rules again.

LUNCH AT NEXPO

Sponsored by Matthews Paint

12:00-1:30pm

Second Level | Americana Ballroom Salon 3-4

SESSIONS

1:30-4:00pm

Second Level | Americana Ballroom Salon 1-2

SYMBIOTIC MEDIA:

BLENDING ART AND SCIENCE

1:30-2:15pm

with Eric Goldemburg, FIU/MONAD Studio;
Colin Foord, Coral Morphologic

Meet a team of designers and artists who are collaborating to lend a new type of structure to coral reefs that are damaged and in need of reconstruction. New technology matches the need of nature in this session about how art and science can combine efforts as one.

BREAK AT NEXPO

2:30-3:15pm

Second Level | Americana Ballroom Salon 3-4

VISIONARY TERRITORIES:

ENTREPRENEURSHIP AND INNOVATION

3:15-4:00pm

with Mary Spio, CEEK VR

Mary Spio is a military trained satellite engineer, with significant of startup experience in the tech media world. Her entrepreneurial spirit continues to make big bets in innovation for emerging technology platforms from her base in Miami. Join us for this inspiring of how she transformed her vision into a reality.

RECEPTION AND AUCTION FOR EXCELLENCE

Sponsored by TBD

4:00-6:00pm

Second Level | Americana Ballroom Salon 3-4

Let's re-gather on the NEXPO floor for SEG D's ever-popular, often-raucous Auction for Excellence, a live auction led by Bonham's New York. Pick up some cool stuff and benefit SEG D's education fund that invites the next generation of designers into the XGD community!

End of programming for the day | Dinner on your own

SATURDAY, JUNE 10

REGISTRATION

8:00-11:30am

Second Level | Americana Foyer

SESSIONS

9:00am-12:00pm

Second Level | Americana Ballroom Salon 1-2

WELCOME BACK!

9:00-9:15am

with John Lutz, SEGD President

THE VISUAL DIARIES: A DESIGN PROCESS

9:15-10:30am

with Lance Wyman, FSEGD, Lance Wyman Ltd.

Join renowned and beloved graphic designer and SEGD Fellow Lance Wyman will take us on a journey of his defined design process through a series of visual stories about his engagement with clients and their projects around the world.

FROM JUNGLE TO CITY: THE SERENA DEL MAR STORY

10:30-11:00am

with Sean Scensor, Moshe Safdie Architects

Imagine creating an entire city, from scratch, out of the jungle. In Colombia, this has been happening, and with it the realization of an innovative health sciences center bringing the first of its kind to this part of the world. How does a visionary architectural firm tasked with bringing an innovative place balance itself with the context and place of the emerging world?

SEGD CHAPTER CHAIR AWARD

11:00-11:15am

2017 SEGD CONFERENCE LAUNCH

11:15-11:30am

BREAK

Lunch on your own

11:30am-1:00pm

DESIGN WORKSHOPS

1:00-3:00pm

Design Improv/Improv(e) and Practice Roundtables:

Second Level | Americana Ballroom Salon 3-4

Design Thinking: Second Level | Americana Ballroom Salon 1-2

DESIGN IMPROV: IMPROVISATION SEGD STYLE

Sponsored by archetype

with Ben Whitehouse, TwoTwelve

Get ready to break out and have a good time with SEGD's original and only Design Improv. You'll laugh, you'll be challenged and you'll be invited outside the traditional design box!

DESIGN IMPROV(E): GIVE BACK

Sponsored by SES Branded Environments

with Linda Feinberg, Linda Feinberg Design;

Kenneth Rasco, Gensler

Make a difference and give back to the Miami community by participating in this short charrette to create a donor wall and building signage for the Lotus Endowment Fund's Lotus Village, a non profit focused on providing shelter and support services to over 500 homeless women, youth, and children in Greater Miami.

DESIGN THINKING: USER CENTRIC INNOVATION

Sponsored by TBD

with Siggi Bachmann, Contexto/New World Symphony;

Justin Molloy, SEGD

Design Thinking is more than a buzzword today. It's become a core philosophy embraced by businesses, governments and educators. Join SEGD for the second annual Design Thinking workshop focused on innovation for people and place!

ACCESSIBILITY AND CODE: ROUNDTABLE DIALOGUE

led by Steven Raniszewski, Century Sign Builders

with Ken Ethridge, ASI Sign Systems; Teresa Cox, APCO

An exclusive roundtable for dialogues about code signage, ADA standards, and what's new for designers to consider in sign design. Limited engagement, please sign up early!

OWNERSHIP TRANSITIONS: ROUNDTABLE DIALOGUE

led by Lucy Holmes and Alex Wood, Holmes Wood

An exclusive roundtable for owners considering mergers and acquisitions for their design firms. Limited engagement, please sign up early!

EXCELLENCE AND FELLOW AWARDS

Sponsored by Design Communications Ltd.

3:00-4:00pm

Second Level | Americana Ballroom Salon 1-2

The Excellence and Fellow Awards are SEGD's annual Hall of Fame. Meet the 2016 SEGD Fellow--the Poet Laureate of Experiential Graphic Design--as well as the other people and organizations leading the discipline and the SEGD community.

RECEPTION

4:00-5:30pm

Second Level | Americana Foyer

GLOBAL DESIGN AWARDS PROGRAM

Sponsored by 3M

5:30-7:00pm

Second Level | Americana Ballroom Salon 1-2

And the winners are... The SEGD Global Design Awards are SEGD's version of the Academy Awards. We'll celebrate the work that represents the best and brightest in experiential graphic design projects worldwide. You'll be awed, inspired and motivated to go back home and do your best work!

End of conference programming | Dinner on your own

NEXPO

FRIDAY, JUNE 9

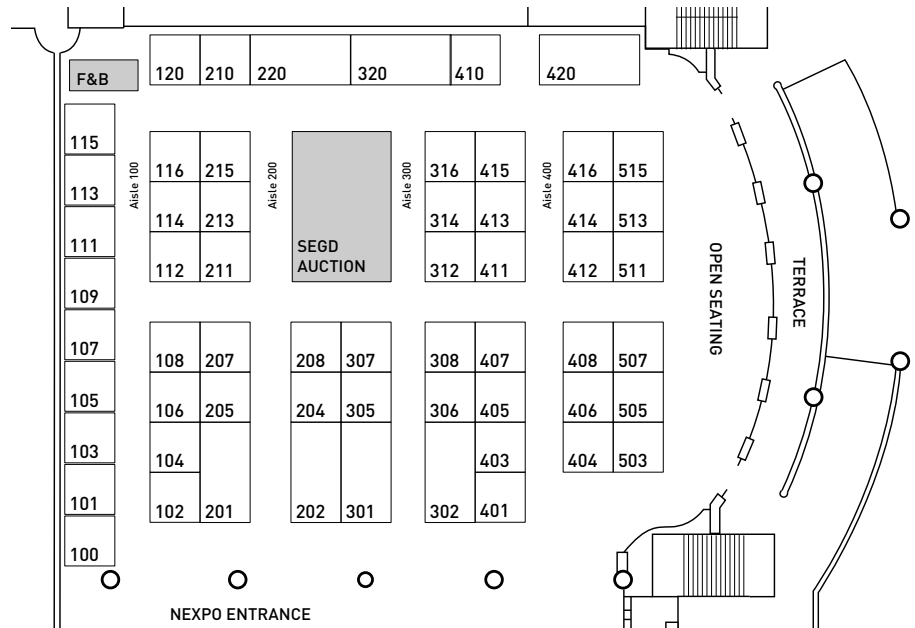
8:00am-5:00pm

Loews Miami Beach

1601 Collins Ave, Miami Beach, FL 33139

Second Level | Americana Ballroom Salon 3-4

NEXPO directory as of 02.10.17



THANK YOU TO OUR NEXPO EXHIBITORS

- 101 Matthews Architectural Products
- 102 DSA Phototech
- 103 Mactac
- 108 Sherine Industries
- 109 22 Miles
- 112 OSRAM
- 115 Cima Network
- 201 E Ink Corporation
- 202 Bitro Group
- 205 EOS Light Panel Systems
- 206 Litegrafx, Inc.
- 207 3M
- 208 Sign Comp
- 211 APCO Sign Systems
- 213 Designtex
- 215 LEDCONN
- 219 Colite
- 301 Gemini

- 302 Moss
- 305 Skyline Design
- 306 L&H Companies
- 307 Identity Group
- 308 ORAFOL Americas
- 312 Direct Embed
- 314 the Gable Company
- 316 Icon Identity Solutions
- 320 Applied Image
- 405 Cornelius Signage
- 407 ALPOLIC Materials | Mitsubishi Plastics
- 411 Visix
- 412 iZone
- 414 DeNyse Companies
- 416 Encompass Sign Systems
- 419 Matthews Paint
- 420 Flex America
- 507 AGI