

# 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, TwoTwelve  
John Stuart, Experience Miami Moderator, Florida Int'l. Univ.

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 Harbinger

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

#### Project Tours | Premium

Wynwood Artwalk Tour  
Design District Tour  
Marlins Park Tour  
Museum Park + Urban Landscapes 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 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!

#### MIAMI DESIGN CULTURE: ARCHITECTURE + IDENTITY

Sponsored by Urban Sign

**1:30-2:15pm**

with Terence Riley, Keenen/Riley

#### MAKER SPACES AND THE DESIGNER ENTREPRENEUR

**2:30-3:15pm**

with Daisy Nodal and Tom Pupo, Moonlighter.co

#### LEARNING FROM FAILURE: POWERED BY FUN

**3:30-4:15pm**

with Hannah Anderson, Kolar Design; Amir Youssef, Creative Creative moderated by Carl Hildebrand, Miami Soup;

### SEGD CHAPTER CHAIRS MEETUP

**4:30-7:00pm**

Exclusive event for SEG D Chapter Chairs



## THURSDAY, JUNE 8 (CONTINUED)

### PRESIDENT'S RECEPTION

Sponsored by Gemini and Image Mill

**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, SEGD 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 + RICHARD POULIN BOOK SIGNING

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 + RICHARD POULIN BOOK SIGNING

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 Marcel Mächler Inc.

**4:00-6:00pm**

Second Level | Americana Ballroom Salon 3-4

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

End of programming for the day | Dinner on your own

### SEGD CHAPTER CHAIRS DINNER

**6:00-8:00pm**

Exclusive event for SEGD Chapter Chairs

# 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?

### 2018 SEGD CONFERENCE LAUNCH

**11:00-11:15am**

### SEGD CHAPTER CHAIRS MEETUP

**11:30-1:00pm**

### 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 for this special dialogue!

## ACHIEVEMENT AND FELLOW AWARDS

Sponsored by Design Communications Ltd.

**3:00-4:00pm**

Second Level | Americana Ballroom Salon 1-2

The Achievement 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 in Miami**

# NEXPO

**FRIDAY, JUNE 9**

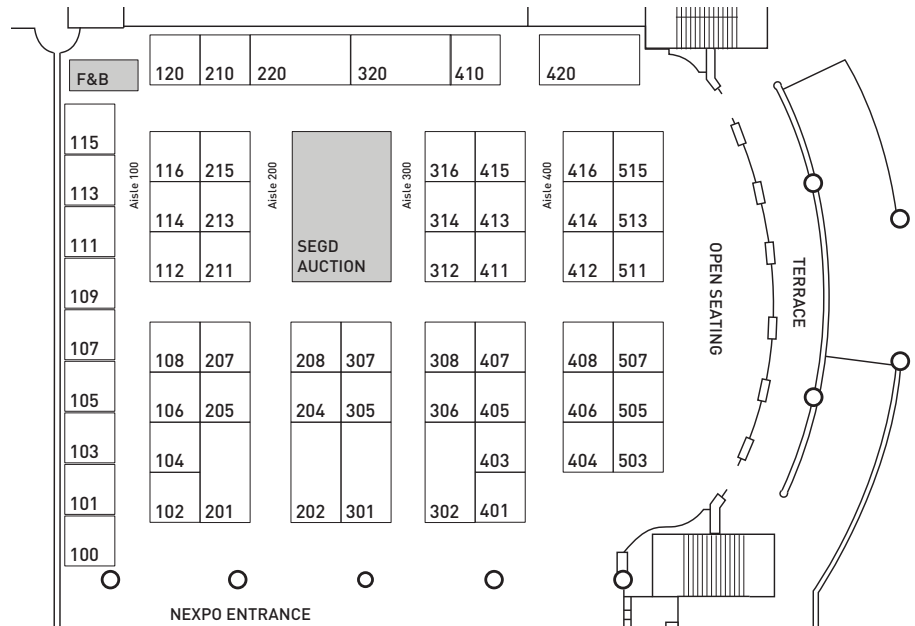
**8:00am-5:00pm**

Loews Miami Beach

1601 Collins Ave, Miami Beach, FL 33139

Second Level | Americana Ballroom Salon 3-4

NEXPO directory as of 04.10.17



## THANK YOU TO OUR NEXPO EXHIBITORS

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 SESSION

SEGD Conference sponsor listing  
 as of 04.10.17

# AGENDA

## WEDNESDAY, JUNE 7

### REGISTRATION

**8:00-9:00am**

FIU Miami Beach Urban Studios | 420 Lincoln Road, Suite 440

#### Welcome

9:00-9:10am

Justin Molloy, SEGD

### SESSION 1

#### User-Centered Experiential Graphic Design

##### Designing Alternative Spaces for Engagement

9:10-9:20am

Victoria Baird, University of California Davis

##### Creation & Reaction

9:20-9:30am

Sanchita Tucker, Fashion Institute of Technology

##### Resource Garden: A Human Centered Library Experience

9:30-9:40am

Julia Seo, Coactuate

##### Moderated dialogue with session panelists

9:40-10:10am

with Joell Angel-Chumbley, University of Cincinnati

**Networking break 10:10-10:40am**

### SESSION 2

#### New Models for Experiential Graphic Design

##### Being Aware: EGD as an Experience Building Tool

10:40-10:50am

Cheryl Beckett and Fiona McGettigan, University of Houston

##### Look/Hear

2017 SEGD Global Design Merit Award (Student Project)

10:50-11:00am

Ran Zheng, Maryland Institute College of Art

##### The Contemporary Craft Center featuring Tara Donovan: A Micro Exhibition

2017 SEGD Global Design Merit Award (Student Project)

11:00-11:10am

Brittany Teng, Art Center College of Design

##### Moderated dialogue with session panelists

11:10-11:40am

with Justin Molloy, SEGD

### LUNCH BREAK

**11:40-1:30pm** On your own along the Lincoln Road Mall

### SESSION 3

#### Creating Place with Experiential Graphic Design

##### Sense of Direction or a Direction of Sense

1:30-1:40pm

Kathleen Meaney, Virginia Tech

##### Pipe Dreaming

2017 SEGD Global Design Merit Award (Student Project)

1:40-1:50pm

TBD, Massey University

##### Enhancing Wayfinding Systems in Complex Environments

1:50-2:00pm

Krystal Schumacher, Denver International Airport

##### Moderated dialogue with session panelists

2:00-2:30pm

with George Lim, Tangram Design

**Networking break 2:30-3:00pm**

### SESSION 4

#### Social Impact with Experiential Graphic Design

##### Developing a Pedagogy for Teaching Social Design

3:00-3:10pm

Neeta Verma, University of Notre Dame

##### En/Gulf: Eco-poetics of the Gulf and Bay

2017 SEGD Global Design Honor Award (Student Project)

3:10-3:20pm

TBD, University of Houston

##### Written Wor(l)ds

2017 SEGD Global Design Merit Award (Student Project)

3:20-3:30pm

TBD, University of Houston

##### Moderated dialogue with session panelists

3:30-4:00pm

with Jo Bailey, Massey University

### SESSION 5

#### Trends in Experiential Graphic Design: An Open Dialogue

4:00-4:30pm

#### Save the Date

2018 SEGD Academic Summit | June 6 | Minneapolis

2018 SEGD Conference | Experience Minneapolis | June 7-9