

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.
John Berry, FSEGD, SEG D Founder

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

Third Level | Cowrie

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 walking!

Miami Beach Tours | Sold Out

Project Tours | Premium

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

Destination Tours | Ultra Premium

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!

MAKER SPACES AND THE DESIGNER ENTREPRENEUR

1:30-2:15pm

with Daisy Nodal and Tom Pupo, Moonlighter.co

DEVELOPING IMMERSIVE EXPERIENCES

2:30-3:15pm

with Stephan Villet, Smart Monkeys

LEARNING FROM FAILURE: POWERED BY FUN

3:30-4:30pm

Sponsored by International Sign Association

with Hannah Anderson, Kolar Design; Amir Youssef, Creative Creative;
Kyle Richter, RSM Design; moderated by Carl Hildebrand, FUN Miami

SEGD CHAPTER CHAIRS MEETUP

4:30-6:30pm

Third Level | Cowrie



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 Graphtec

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

11:15am-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

MIAMI DESIGN CULTURE: ARCHITECTURE + IDENTITY

Sponsored by Urban Sign

1:30-2:15pm

with Terence Riley, Keenen/Riley

Miami has become a global epicenter for signature architecture and design. Terence Riley, former curator of architecture and design for MoMA and influencer in the Miami design community will share how Miami's design culture and identity has emerged.

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 Marcel Mächler Inc.

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 excellence fund that invites the next generation of designers into the XGD community!

End of programming for the day | Dinner on your own

SEG D CHAPTER CHAIRS DINNER

6:00-8:00pm

First Level | Preston's
Sponsored by Showdog

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.

THE DREAM OF A CITY: THE STORY OF SERENA DEL MAR

10:30-11:00am

with Sean Scensor, Moshe Safdie Architects

Imagine a brand new city, integrated into an amazing eco-system of beaches, lagoons and mangroves in Colombia. The city of Serena del Mar is such a dream now taking shape - a vibrant development which thoughtfully balances Colombian culture, geographic beauty, social responsibility and global innovation. Find out how a renowned architectural firm has both shaped a visionary masterplan and designed an innovative health sciences center in the heart of this new city.

2018 SEGD CONFERENCE LAUNCH

11:00-11:15am

SEGD CHAPTER CHAIRS MEETUP

Third Level | Cowrie

11:30-1:00pm

BREAK

Lunch on your own

11:30am-1:00pm

DESIGN WORKSHOPS

1:00-3:00pm

DESIGN IMPROV: IMPROVISATION SEGD STYLE

Second Level | Americana Ballroom Salon 4

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

Second Level | Americana Ballroom Salon 3

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

Second Level | Americana Ballroom Salons 1-2

with Siggie Bachmann, Contexto; 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

Third Level | Venus

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

Third Level | Neptune

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

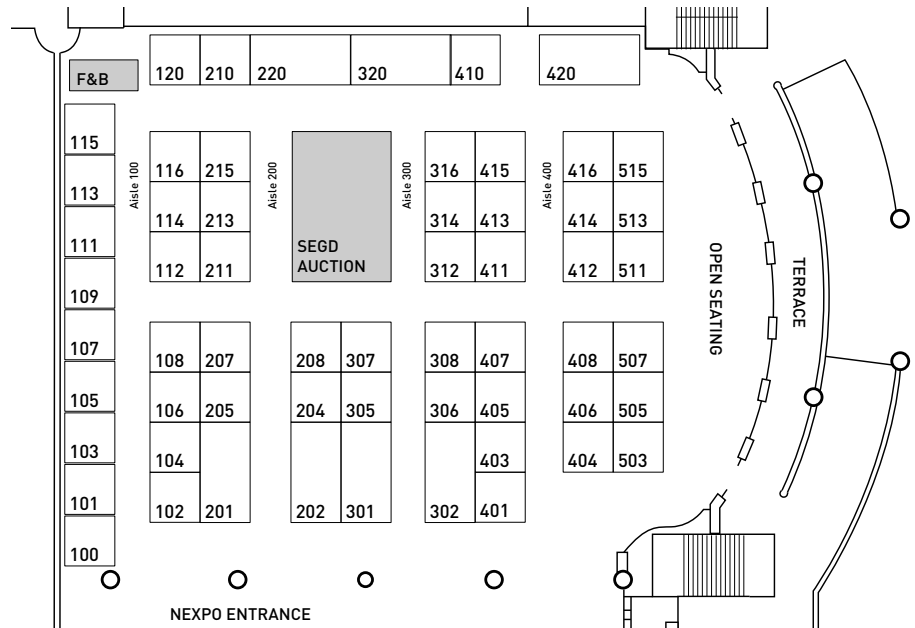
8:00am-5:00pm

Loews Miami Beach

1601 Collins Ave, Miami Beach, FL 33139

Second Level | Americana Ballroom Salon 3-4

NEXPO directory as of 05.18.17



THANK YOU TO OUR NEXPO EXHIBITORS

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| 101 Matthews Architectural Products | 306 L&H Companies |
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Eye Catch Signs Ltd | #403

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Law's Architectural Signs | #106

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2017 SEGD INDUSTRY PARTNERS

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 2017 SILVER SEGD INDUSTRY PARTNER	 2017 SILVER SEGD INDUSTRY PARTNER	 2017 SILVER SEGD INDUSTRY PARTNER	 2017 SILVER SEGD INDUSTRY PARTNER	 2017 SILVER SEGD INDUSTRY PARTNER	 2017 SILVER SEGD INDUSTRY PARTNER
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HOSTED BY



420 Lincoln Road, Suite 440, Miami Beach, FL 33139

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, SEG D

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 Christina Lyons, Fashion Institute of Technology

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, University of Houston

Look/Hear

2017 SEG D 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 SEG D 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 Neeta Verma, University of Notre Dame

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 SEG D Global Design Merit Award (Student Project)

1:40-1:50pm

Jo Bailey, 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 Joell Angel-Chumbley, Kolar Design / University of Cincinnati

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 SEG D Global Design Honor Award (Student Project)

3:10-3:20pm

Dana Kroos, University of Houston

Written Wor(l)ds

2017 SEG D Global Design Merit Award (Student Project)

3:20-3:30pm

Sasha Ichoonsig, University of Houston

Moderated dialogue with session panelists

3:30-4:00pm

with George Lim, Tangram Design / University of Colorado Boulder

SESSION 5

Trends in Experiential Graphic Design: An Open Dialogue

4:00-4:30pm

with Justin Molloy, SEG D

Save the Date

2018 SEG D Academic Summit | June 6 | Minneapolis

2018 SEG D Conference | Experience Minneapolis | June 7-9