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Contact: Kate Heller, kate@segd.org, 202.638.5555



2018 SEG D Global Design Awards: Celebrating Design that Connects People to Place

WASHINGTON— Winning projects in the [2018 SEG D Global Design Awards](#) were announced on June 9 at the [2018 SEG D Conference Experience Minneapolis](#).

The 37 winning projects span a range of topics, disciplines and verticals, from an ancient underground temple experience in London to specialized wayfinding for a neurodegenerative disease center in Stuttgart to a university athletic center in Los Angeles. What all of the projects share is their effective use of design to communicate values, tell stories and create a strong sense of place.

The Best of Show award was received by Refik Anadol, Media Artist and Director of Refik Anadol Studio, who lead the winning project design entitled “Archive Dreaming,” which was a collaboration with SALT Research for an exhibition at SALT Galata, an art gallery in Istanbul, Turkey. The complex and striking interactive digital experience is fueled by cutting-edge developments in machine learning and 1.7 million documents from the Ottoman Bank Archives and Museum that result in an immersive installation that reframes memory, history and culture for the 21st century.

The 2018 Sylvia Harris award was awarded to a residential wayfinding system called “The Red Stairs” developed by students at the College of Design and Innovation at Tongji University in Shanghai, China. The project was part of an ongoing research and design initiative, “Open Your Space,” which explores how design intervention collectively shapes the public realm.

“The submitted projects are the best of the best from around the world,” says Christina Lyons, professor and chairperson of the Graduate Exhibition & Experience Design program at the Fashion Institute of Technology (New York) and Jury Chair for the 2018 SEGD Global Design Awards. “With seven major practice areas for entry, the variety of projects is vast, and as the traditional silos between practice areas continue to blur, we are increasingly seeing innovation in experiential design.”

In addition to Lyons, the 2018 SEGD Global Design Awards jury includes eight multitalented and internationally acclaimed designers:

- [Brian Brindisi](#), Senior Associate, Firmwide Brand Design Practice Area Leader at Gensler (New York)
- [Kathy Fry](#), Principal at Mayer/Reed (Portland, Ore.) and SEGD Board Member
- [Jeff Grantz](#), Director of Creative Technologies at DCL (Boston)
- [Allan Haley](#), Consulting Typographer & Writer (Georgetown, Mass.)
- [Sasha Ichoonsigy](#), Graphic Designer at the Houston Zoo (Houston) and student winner in the 2017 SEGD Global Design Awards
- [Joe Karadin](#), Executive Creative Director at TESSELLATE (New York)
- [Valentin Spiess](#), Chairman, CEO and Member of the Executive Board of iart ag (Basel, Switzerland)
- [Ellen Bean Spurlock](#), Brand Communication and Design at Little Diversified Architectural Consulting (Arlington, Va.)

The jury evaluated projects in seven categories that represent the core of experiential graphic design practice: Digital Experience Content, Exhibition, Interactive Experiences, Placemaking and Identity, Public Installation, Strategy/Research/Planning and Wayfinding.

10 Honor Awards and 27 Merit Awards—spanning the full spectrum of experiential graphic design, from wayfinding to placemaking and identity, public installations, exhibitions and research projects—were chosen from among 338 submissions of experiential graphic design projects from around the world.

The following is a listing of the 2018 SEGD Global Design Award winners. Images, descriptions and team credits can be found in the [SEGD Global Design Awards section](#) of SEGD.org. Past winners dating back to 1998 are also available in the archives.

2018 SEGD GLOBAL DESIGN AWARDS

2018 Best of Show and Honor Award

[Archive Dreaming](#)

Digital Experience Content | Istanbul, Turkey

Design: Refik Anadol Studio, LLC

2018 Sylvia Harris Award and Honor Award

[The Red Stairs](#)

Wayfinding | Shanghai, China

Design: College of Design and Innovation, Tongji University

2018 Honor Awards

Denver RTD G-Line Windscreens

Public Installation | Denver

Design: Ditroën Inc.

DZNE Signage System

Wayfinding | Stuttgart, Germany

Design: büro uebele visuelle kommunikation gmbh & co. kg

Escapes découvertes (Discovery Halts)

Placemaking & Identity | Montreal

Design: julie margot design, Civiliti

The Handmaid's Tale

Public Installation | New York

Design: Pentagram

LAVA Centre

Exhibition | Hvolsvöllur, Iceland

Design: Basalt Architects, Gagarin

Row DTLA

Wayfinding | Los Angeles

Design: Rios Clementi Hale Studios

London Mithraeum Bloomberg SPACE

Exhibition | London

Design: Local Projects

University of California, Los Angeles, Wasserman Football Center

Placemaking & Identity | Los Angeles

Design: ZGF Architects LLP

2017 Merit Awards

150 Media Stream

Public Installation | Chicago

Design: Leviathan, McCann Systems

Allen Institute for Brain Science

Placemaking & Identity | Seattle

Design: Studio SC

Any > Which > Way

Wayfinding | London

Design: University of the Arts London

Bill & Melinda Gates Discovery Center

Digital Experience Content | Seattle

Design: Bluecadet

Brick Lane Threads

Strategy/Research/Planning | London
Design: Steer Davies Gleave

City Point

Placemaking & Identity | Brooklyn, N.Y.
Design: Pentagram

DAZZLE

Strategy/Research/Planning | San Diego, Calif.
Design: Ueberall, LLC

Exploring Pueblo Pottery

Interactive Experience | Corrales, N.M.
Design: Ideum

Fashion for Good Launchpad Exhibition

Exhibition | Amsterdam, Netherlands
Design: Local Projects

Flight Gallery, Discovery Centre

Exhibition | Halifax, Canada
Design: Studio Matthews

Here East Wayfinding

Wayfinding | London
Design: dn&co

Project 100

Wayfinding | Indianapolis
Design: Section 127

Like Me: Our Bond with Brands

Exhibition | New York
Design: Lippincott

We are HSI—MSU Denver Hispanic Serving Institution Interactive Installation

Public Installation | Denver
Design: Metropolitan State University of Denver

NASA: Data Lens

Digital Experience Content | Greenbelt, Md.
Design: Bluecadet

Northwestern University Common Spaces

Strategy/Research/Planning | Chicago
Design: Gensler

Nubo

Placemaking & Identity | Alexandria, Australia
Design: Urbanite (part of Frost* Collective)

Out of Line

Interactive Experience | Providence, R.I.
Design: RISD Museum

Rent-Event-Tec Façade Design

Placemaking & Identity | Mannheim, Germany
Design: büro uebele visuelle kommunikation gmbh & co. kg

Roche Sydney

Placemaking & Identity | Sydney, Australia
Design: THERE

Sagamore Pendry Hotel

Placemaking & Identity | Baltimore, Md.
Design: Ashton Design

SaRang Global Mission Center Clock Tower

Placemaking & Identity | Seoul, South Korea
Design: YiEUM Partners, Inc.

T3 Minneapolis

Placemaking & Identity | Minneapolis
Design: RSP Architects

The Sydney Foreshore Story Line

Wayfinding | Sydney, Australia
Design: University of Technology Sydney

Wing It—The Winged Insect Exhibit

Exhibition | Blacksburg, Va.
Design: Virginia Tech

W Shanghai Entry Installation

Public Installation | Shanghai, China
Design: Fabio Ongarato Design

Westpac Place

Wayfinding | Sydney, Australia
Design: THERE

About SEGD

SEGD (the Society for Experiential Graphic Design) is the multidisciplinary, global community of professionals who create experiences that connect people to place. Find out more at www.segd.org.

3M was the Presenting Sponsor of the 2018 SEGD Global Design Awards.